

THE ZECONOMY

An economy of relationships.

A COMPLETE NON-NUMERICAL ECONOMY · ZEDERAL RESERVE · IN CIRCULATION SINCE 2007

The ZEconomy is a complete, working economy in which money is not a number. Built since 2007, it has a central bank (the Zederal Reserve), a currency (the Zollar), bonds, coins, a stock index and a live trading floor, and not one of them counts. Where ordinary money abstracts every kind of worth into a single figure, the ZEconomy keeps worth in the forms people actually live it: relationships, death, family, art itself.

Its founding refusal is that **100 is not simply worth more than 10**. Value is read on qualitative scales, **Horrible to Amazing** and **None to Too Much**, so worth becomes a decentralized, personal interpretation rather than a quantity. Everyone already holds it, because everyone has good, bad and fake relationships. That lets relationship serve as a common basis for value without ever becoming a number.

You meet the system first as the **Zollar**, a currency whose denominations are relationship types: Love, Erotic, Friendship, Fellowship, Superficial, Toxic, Hate, Death. You acquire it the way you would change money abroad. At the Zederal Reserve's Currency Exchange you hand over any currency (\$ ¥ € £...) and receive Zollars, at rates set live by public demand. The transaction quietly replaces the usual question. It no longer asks what something costs, but **how much an actual relationship is worth to you**.

Held this way, value cannot pool. A number has a single direction, toward the largest pile, so numerical worth concentrates and leaves most people short. Relationship-value has no shared scale to climb: your *Amazing* adds to no one else's balance and cannot be cornered, so worth stays spread across everyone who relates, which is the same as saying it stays in circulation. That is also, almost in passing, an answer to the operating manual's complaint: a value that by its nature keeps moving. In the manual's own terms, the Currency Exchange is the refill valve, where any money flows in and returns as relationship-value, and the absence of a common scale is the release valve that keeps it from clumping. What this offers Spaceship Earth is a lubricant designed to reach the places the old one no longer does.

FILMS THAT LAY OUT THE IDEA · PLEASE WATCH – THE CLEARER WAY IN

- ▶ FILM · The Zollar & ZBonds zexchange.me/?video=4
- ▶ FILM · The Stocks (JaZoN Ex.) zexchange.me/?video=3
- ▶ FILM · Life Profits zexchange.me/?video=2

The Zollar

The economy's everyday money. Each note is a relationship type, not a sum; the bearer decides where on the scale a relationship sits. The Series 2018 set (Love, Hate, Erotic, Friend, Superficial, Fellowship) re-issues figures from the art-historical canon as legal tender “for all relations public and private.”



ZOLLAR SERIES 2018 · ZEDERAL RESERVE · OFFSET ON BIBLE PAPER, DOLLAR SIZES · TOP: SERIES 2018 · BOTTOM: THE RELATIONSHIPS OF DUBLIN · SCIENCE GALLERY, 2018

DENOMINATIONS IN CIRCULATION

[LOVE] [EROTIC] [FRIENDSHIP] [FELLOWSHIP]
[SUPERFICIAL] [TOXIC] [HATE] [DEATH]

New denominations enter as public demand calls for them; Toxic joined in 2024. The currency does not rank relationships as good or bad. Hate and Death are tender exactly as Love is.

THE INTEREST SCALE · NON-NUMERICAL

HORRIBLE		AMAZING	
NONE		TOO MUCH	

Value is read on these two axes alone. There is no number to compare, only an interpretation, which is why two people can hold the “same” Zollar at entirely different worth.



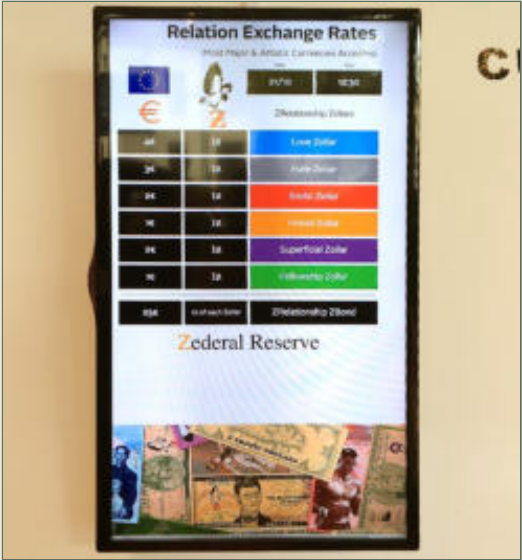
TOXIC ZOLLAR · 2024 · A DENOMINATION ADDED BY PUBLIC DEMAND

Currency Exchange

A working currency exchange and the economy's front door. The visitor brings any money they hold and converts it into ZRelationship Zollars, at rates decided live by public demand. Three parts: the Zederal Reserve teller counter, the Reserve's instruments to invest in, and the Zollar Ex. Rates Board posting the current rate of every relationship.



CURRENCY EXCHANGE Z2 · ZEDERAL RESERVE TELLER PLINTH · SCIENCE GALLERY "INTIMACY", DUBLIN 2018



ZOLLAR EX. RATES BOARD · MOST MAJOR & ARTISTIC CURRENCIES ACCEPTED



BUNDLED ZOLLARS, LAMP & STAMP · COUNTER DETAIL, DUBLIN



EXCHANGE Z1 · HAND-CHALKED BOARD · SPRING/BREAK, NY 2015

HOW THE EXCHANGE RUNS

The teller receives \$ ¥ € £... and issues Zollars across the relationships. Because the rate tracks demand for the *relationship* rather than for a store of value, no single currency can corner the board; the rates redistribute as the room's attention moves. The money that comes in leaves the system, and the Zollar enters lived circulation.

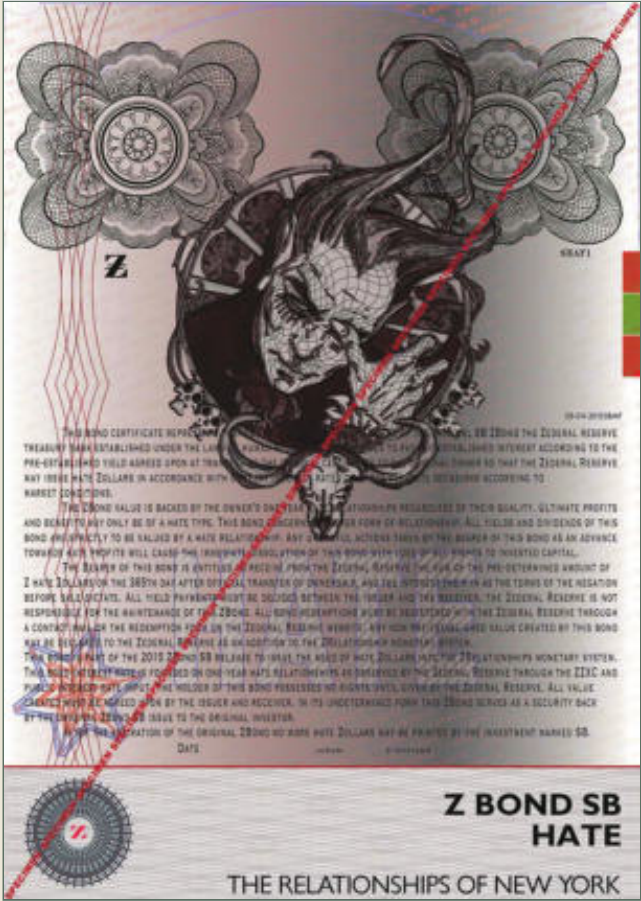
A POSTED RATE (DUBLIN)

Love	4€→1Z	Friend	1€→1Z
Hate	3€→1Z	Superficial	2€→1Z
Erotic	2€→1Z	Fellowship	1€→1Z
ZBond	25€→10 of each Zollar		

WHAT BACKS THE ISSUE

The ZBond

Zollars are backed by ZBonds. A ZBond is secured against the owner's one year of relationships “regardless of their quality,” and all its yields are valued on the same non-numerical scale. The bond converts a lived year of relating into the reserve that lets the Zederal Reserve issue currency on demand.



Z BOND SB · HATE · THE RELATIONSHIPS OF NEW YORK

The certificate's terms are deliberately the language of a real treasury bond, redirected: yields paid in Zollars, redemption registered with a Zederal Reserve officer, and value created only when **issuer and receiver agree**. Quality is irrelevant to backing; a bad year of relationships is still collateral. Love and Hate are issued as equals.



Z BOND SB · LOVE · THE RELATIONSHIPS OF NEW YORK

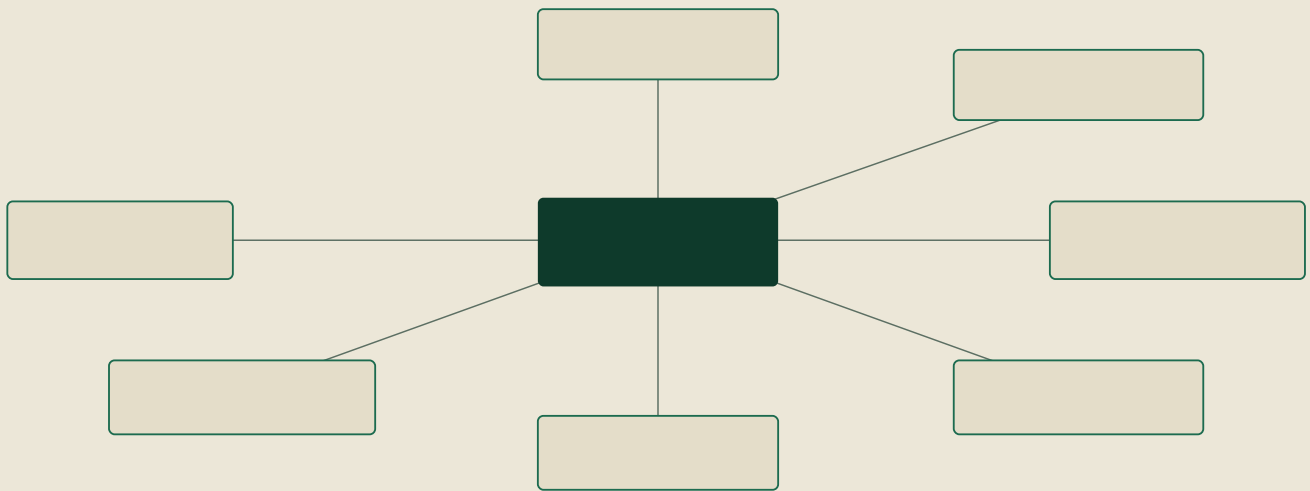
- NON-NUMERICAL YIELD
- ONE-YEAR RELATIONS
- ISSUER + RECEIVER
- LOVE = HATE, AS COLLATERAL

A ZBond SG “Intimacy” series (offset, carrying Love, Hate, Erotic, Friend, Superficial and Fellowship coupons) was also issued for Science Gallery Dublin, 2018.

THE SYSTEM ENTIRE · EVERY INSTRUMENT REFUSES THE NUMBER

The Whole Economy

The Zollar is one organ. Since 2007 the Zederal Reserve has issued a full set of banking instruments, each denominating value without counting; the proposal is not a coin but an economy.



Each instrument answers the same question from a different angle. The **Zollar** spends relationship; the **ZBond** banks a year of it; **Sentiment Coins** make change whose worth shifts with feeling each time they change hands; **JaZoN Ex.** turns a whole life into a stock market (overleaf); **Life Profits** books gain in living rather than money; **ZExchange** puts the whole thing on a live trading floor; and **PubliZity** reports it back to the public through its financial paper, *The ZEconomist*. Together they make a point a single note cannot: an entire economy can run without a number deciding worth.



LUST



PITY



HAPPY

SENTIMENT COINS · BRONZE, QUARTER SIZE, 2013 · CHANGE FOR ZOLLAR
TRANSACTIONS, BACKED BY SENTIMENT



THE ZECONOMIST · ZECONOMY & ART · "EMOTIONAL Z
INVESTING"

The Stocks

The Zollar is the proposal; **JaZoN Ex.** is shown here only as support, to make clear that proposal is not a one-off coin. Adjacent to the currency, the same economy also runs a stock market, but one that lists a life rather than companies, charting experiences, intellect, sexuality, physical health and emotion as if they were equities (360 of them, Z Listed, since 2007). It borrows finance's whole grammar, its listings, charts and tickers, and turns it on what finance never prices. The point for this submission is simply that across its instruments the ZEconomy reports value the same way the Zollar does: as something lived, not counted. jazonex.com

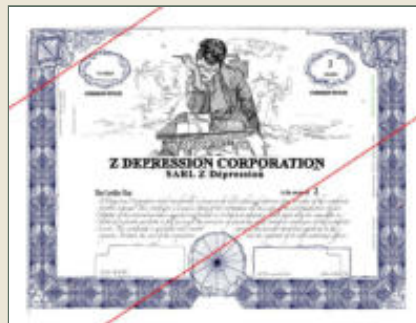


JAZON EX. · Z OPTIMIST INCORPORATED & ZO FRUSTRATED CORPORATION · TWO Z-LISTED COMPANIES, THEIR VALUE TRACED ACROSS THE PAST YEARS · THE FIGURES ARE LEFT OFF ON PURPOSE

The instruments differ; the move is the same as the Zollar's. Finance's language, deliberately used all wrong, so that what gets reported is a life rather than a number.



JAZON EX. (DRUNK'IN) UPDATE · PART OF ZEXCHANGES V1, 2013 · A MARKET-UPDATE BROADCAST FOR A LIFE: THE PROFIT IS THE LIVING ITSELF, NOT A GAIN IN NUMBERS



Z DEPRESSION CORPORATION · SARL Z DÉPRESSION · COMMON STOCK · THE 2008 LIFE EXCHANGE, PARIS



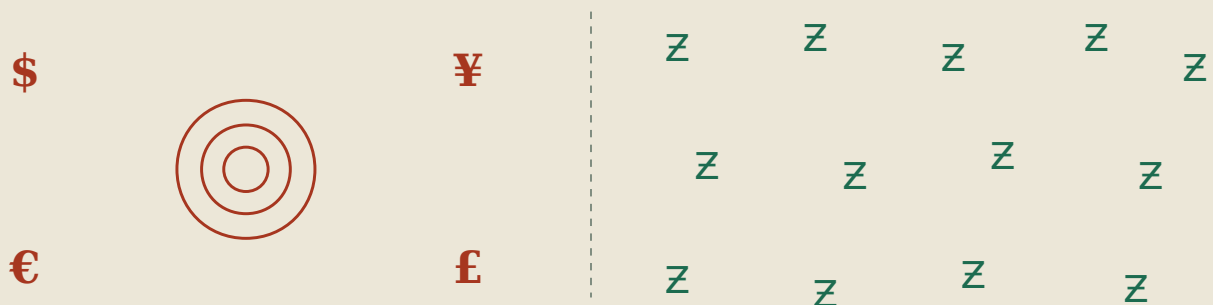
ZO DOMESTIC HEDGE FUND V3 · Z ENGRAVING, 2014 · A CLEAN HOME HEDGED AGAINST A DIRTY ONE · CUSTOM WOOD PORTFOLIO

Value Displacement

Western value has migrated from transcendence to immanence, from a worth located above the world to one located in it. The pictorial turn from Raphael to Caravaggio stages that descent; Fried, Buchloh and Polanyi describe its later economic form, where the market becomes the place value is settled. Money is the residue of that migration: it absorbed value once value came to earth, then abstracted it back into a number. The ZEconomy performs the next displacement. It moves value out of the number and into the one immanent thing a number could never hold: the relationship between two people. Money is itself a product of art; the ZEconomy simply takes the medium back. The full development is set out in the accompanying essay, available to the jury on request.



WHY IT CANNOT CLUMP · THE STRUCTURE OF NON-ACCUMULATION



Clumping is the behaviour of a single shared scalar. Numerical value points one way, toward the largest pile, so it concentrates and the far bearings run dry. Relationship-value has no common scalar: your Amazing adds to no one else's balance and cannot be cornered, so worth stays spread wherever people relate. Declustering is not a behaviour the economy encourages; it is one it cannot avoid.

JaZoN Frings

FRANCO-AMERICAN CONCEPTUAL TRANSMEDIA ARTIST & EDUCATOR · PARIS & NEW YORK

JaZoN Frings is a Franco-American conceptual and transmedia artist. Since 2007 his practice has taken a single, expanding form: the **ZEconomy**, which treats economic and financial systems as its artistic medium. Rather than depict money it builds a functioning parallel one (the Zederal Reserve, the Zollar, ZBonds, Sentiment Coins, the JaZoN Ex. stock market of the self and the ZExchange floor), asking what an actual relationship is worth rather than the value of a number. His framework draws on art history and critical theory (Belting, Fried, Buchloh, Polanyi, Debord). He holds an MFA (mention très bien) from the Université Paris 1 Panthéon-Sorbonne (2009), teaches at the École Camondo (MAD) and Parsons Paris, and has taught at the Centre Pompidou and NYU Paris.

SELECTED EXHIBITIONS

2024 · The Heuristic Algorithm, Pragovka Gallery, Prague
2023 · Net Art Died But Is Doing Well, The Wrong Biennale, Rio
2020 · Look & Learn, Centre Pompidou (ACC), Paris
2020 · Wunderkammer Café, Galerie mfc-michèle didier, Paris
2019 · Oops!404, Transmediale / CTM / Vorspiel, Berlin
2019 · Megalith Aesthetic Extremophiles, The Wrong Biennale, Svalbard
2018 · Intimacy, Science Gallery, Dublin
2018 · MAD, Monnaie de Paris (mfc-michèle didier), Paris
2017 · Z Linguistics TZ1, Biennale d'Architecture d'Orléans
2015 · One & Three JaZoN's, Galerie mfc-michèle didier, Paris
2015 · SPRING/BREAK Art Show, New York
2015 · Stanford (Bitcoin / Artsy), Stanford University
2014 · 59e Salon de Montrouge, Montrouge

SELECTED PRESS & PUBLICATIONS

2021 · Revue de Paris, "L'art, est-ce mieux sans ?", G. Mollet-Viéville
2017 · Blockchain Revolution, D. & A. Tapscott, Penguin Press (p. 240)
2017 · Art Press 440, "JaZoN Frings," pp. 66-68, I. de Maison Rouge
2017 · L'art et l'argent, Cometti & Quintane, Éditions Amsterdam
2015 · The New York Times, Bill Cunningham
2015 · Art Press 422, "L'Art Est-Il Soluble dans le Business," C. Francblin
2015 · Art Press 422, "art à la marge," I. de Maison Rouge
2015 · Bloomberg · ARTnews, SPRING/BREAK
2014 · Le nouvel Économiste, R. Azimi
2012 · Les Échos, interview by J. Benhamou-Huet
2016-18 · The ZEconomist #1-4, author & editor-in-chief

REPRESENTATION

Galerie mfc-michèle didier, Paris (2015-2025)
Agent Ghislain Mollet-Viéville (2009-2025)

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