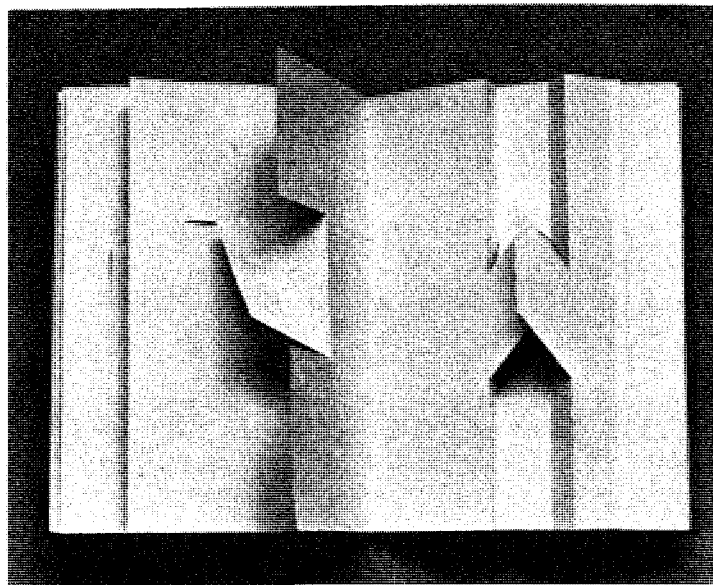


Postscript: Well, KLAB really did have a booth in October in Frankfurt. Participating in the KLAB Review (Ausgabe) which was issued for the Frankfurt Fair were Axel Heibel, Christian Appel (Frankfurt) and Peter Lyssiotis (Australia). KLAB Review is available for DM 6 or \$2.50 from Axel Heibel, Aachenerstr. 118, 4000 Dusseldorf 1, West Germany. Axel's printed book under the logo of KLAB is also available from him for DM 20 or for \$10.00 from Printed Matter, 7 Lispenard St., New York, NY 10013. The name of his book is: *Allmabliche, raumlich-zeitliche Annaberung* (translated as *Gradual, Spatial-Temporal Approach*). Heibel is also looking for artists who make bookworks, both printed or unique. He would like large black and white photos, a statement about your work, and biographical, bibliographical and exhibition history. Send this information to him at the above address. He plans to include it in the artists' book about artists who make books, as well as use the material for forthcoming exhibitions.

Juan Agius (Editions Da Costa) in Amsterdam has published 20 copies of a rubber stamp book by Heibel. It has two parts to open, in two colors. It costs 600 gilders. Edition Hoffman, romerstr. 47 D-6360 Friedberg 5, West Germany has also published a new book-object by Heibel made from rubberstamps, costing DM 280, ed. of 30 copies.



Book Object 1981

PROFILE: champion publications, melbourne

In 1977, Backyard Press began in Melbourne with writers and enthusiasts adopting the printing industry as their allied trade, rather than the traditional choices of teaching, journalism, copywriting, graphics, etc. Taking on the work of Champion Books and R.A.S.C.A.L.S., with a great amount of courage and dare, this collective began by taking on commercial work by doing odd handbills and advertising for a food coop, and so Backyard Press prospered. Business grew, and more people came. They did Rock 'n Roll posters, menus and all that goes with commercial printing.

But they really wanted to do creative work, and so Champion Books was born to be the creative arm of the business, concentrating on small editions of books, by pushing the boundaries of bookmaking. For example, Ted Hopkins, one of the collective, has created a book called *Teledex*, a metal telephone directory container, which instead of phone numbers contains poems. To be sure the tension of poetry and technology are reflected in the book design itself—a metal box which contains ruled cards which fit politely on loose-leaf rings. There is an A to Z index, and the 100 pages contain typed poems—poems that begin with the letter on the card index. Included is a warantee to guarantee replacement of faulty parts (within reason) and a desire on the part of the artist to hear from the owners of these books, so that if he has new inserts, you can be a recipient.

Then there's *Business As Usual* by Paul Green, which is a collection of drawings and words which attempts to put in some perspective the business of creation and some of its more sordid activities, including war, and heroes, tourists and invaders, somewhat full of cynicism, sarcasm and comedy too.

Don't miss *Suppression Alienation Oppression* by Glen

Clarke, which is a photographic documentation of an art performance event in Morwell, a town in Victoria's LaTrobe Valley. Clarke wore a caged cube on his head (much like a Sol LeWitt cube) and two smaller rectangles on each of his hands (looking like LeWitt rectangles) and walked around nonchalantly through this very conservative town. The captions include *Portrait of the Artist as an Anarchist*, *Portrait of the Artist as a Malcontent*, *Portrait of the Artist as a Twentieth Century Village Idiot*, and so on.

Well, being a small press in Australia is not as easy as distributing small press editions in the United States. The books are basically ignored, both by the critics and the public. The problem of distribution continues to be the basic hang-up of the small press world, and especially of Champion Books.

One of the mainstays of Backyard Press is RASCALS (Rational and Sane Citizens Against Liberal Supidity). The Liberals have been ruling in Australia, similar to the Republican Party in the U.S. and the Conservatives in the U.K. RASCALS publishes leaflets much like the McDonald's leaflet illustrated here and postcards with political messages, and political posters. But when an artist approaches the press, and the press likes what they see, the artist or writer must contribute something towards the production of the book, either in terms of labor, distribution, production, helping with RASCALS, or in fact, when the book is expensive, even money. Others come with government grants, and this helps to finance production.

Journey of a Wise Electron and Other Stories by Peter Lyssiotis, which was reviewed in *Umbrella* last year, shows the blending of innovative technology and access publishing. Since many of the photographs required a strong background

black, subtle inking controls were required, but duotone helped a great deal, still creating problems of registration, extensive plate making procedures, press control and the subsequent escalation of costs. Good quality paper upped the price as well. Then each plate took an average of two hours to make. 72 plates were required on the text pages alone. There was also an additional 40 spoiled plates to get the book absolutely right. So, what happened is that the estimated commercial printing price for the book was \$12,000 for 1,000 books (and that's Australian dollars too!) So more than a third of the cost was in the preparation of art, negatives, and plates. *Journey* is a series of three stories with a great deal of photo-montage that is powerful, in the tradition of John Heartfield. It's quite understandable since Lyssiotis is one of a new generation of artists in Australia who draw on their political understanding, along with his ability to interpret Australia through its diversity. (The book is available from Visual Studies Workshop, Writers & Books, and elsewhere in North America).

Another book is called *Prodigal Daughters*, an adventure in four parts and a bit, the story of a Jewish princess with a wandering Indian prodigal daughter, who meet, and history can tell the rest. This is a verbal and visual diary of these two prodigal daughters who wander the world—the U.S. especially—the memories of mothers, the return to home

again—and then—...a haunting book with photos and drawings and a feeling of a journey through life.

Much like small presses in America, the diversification of Backyard Press into a political, commercial and a professional printing operation allows them to maintain Champion Books which wishes to create bookworks both by writers and artists. The climb is constantly uphill, but they continue to publish books which are controversial, provocative, and well made.

If you're interested in Champion Books, write them for a list and order forms. They are located at 48 Greville St., Prahran, Vic. 3181 Australia.

BOOKS REVIEWED FROM CHAMPION BOOKS:

Hopkins, Ted. *Teledex*. 1979. 100p. ISBN 0 9597008 5 4 \$12.50 Australian

Clarke, Glen. *Suppression Alienation Oppression*. 1979. 44p. ISBN 0 9597008 0 3. \$5.00 Australian

Greene, Paul. *Business as Usual*. 1979. 60p. ISBN 0 9597008 4 6. Large format. \$7.00 Australian

Prodigal Daughters, a collaboration between Laleen Jayamanne and Sheilah Steinberg. 1981. 80p. 0 908483031

Lyssiotis, Peter. *Journey of a Wise Electron and Other Stories*. unpagged. \$19.00 Australia (\$15.00 at Writers & Books).

HEY EVERYONE!



**Win Fabulous Prizes in
the Fantastic New
Ronald McDonald Competition**

► Just read overpage and
ASK TO SEE THE MANAGER
FOR MORE DETAILS ...

MUTATE WITH MAC

All you have to do is say in no more than 50 words, in the space provided below, **WHY RONALD McDONALD IS SO HAPPY TO BE IN AUSTRALIA.**

Send your entry into McDonalds (Aust) Pty. Ltd. 8th Floor 636 St. Kilda Rd. Melb. 3004

Neatest, correct entries can win these fabulous prizes. Send in as many entries as you like. No correspondence will be entered into —

- * A TRIP TO RIO & BRAZIL. See how McDonalds is shaping the future of this impoverished beef producing country.
- * A TRIP TO ROME. Hear the Pope speak on why poor people all over the world are in good hands.
- * A SET OF MULTI-COLORED BIROS.



HEY KIDS! WE'RE GONNA GET YOU!

----- 7

.....

.....

.....

.....

.....

.....

.....

.....

.....