

using its Genigraphics computerized image-generating terminal.

An artist can draw and design on the screen, transmit by ordinary telephone lines to one of GE's seven Genigraphic centers for conversion into 35mm or 16mm film slides or into larger view graphic transparencies.

■ Miniature Gallery, 60 Rushett Long, Long Ditton, Surrey KT7 OUT is offering *Cityscape 1910-39* (Urban themes in American, German and British Art) as well as *Great Victorian Pictures—Their Paths to Fame*, both exhibitions at the Royal Academy. The Cityscape Exhibition costs \$48.00 and the Victorian show cost \$22.00.

#### PUBLISHING NEWS

*Réalités*, the English-language bimonthly magazine focusing on art and travel, will publish an extensive international museum exhibition guide in each issue beginning with September -October 1979. For subscription and other information, contact Ann Jarmusch, Assoc. Editor, 132 Welsh Rd., Horsham, PA 19044.

*First International Conference on Automatic Processing of Art History Data and Documents* published proceedings are available from Scuola Normale Superiore, Piazza dei Cavalieri 1-56100, Pisa, Italy.

The RIBA Book List, compiled and annually revised by the Professional Literature Committee of the British Architectural Library, is now available from the Library at 66 Portland Place, London W1N 4AD, England. The list is a general guide for office and school of architecture librarians, practitioners and students.

The Conservation Administration Newsletter (CAN) is a new quarterly publication devoted to the various aspects of the preservation of library and archival materials. It is directed to librarians and archivists who may lack expertise in conservation techniques yet must plan and execute conservation programs in their institutions. Through feature articles, reports from conservation organizations and reviews of literature, CAN will provide advice and assistance in the development of preventive programs as well as useful information on repair and restoration of materials. General editor is Robert H. Patterson. Subscriptions are \$12 a year. Write to R.H. Patterson, Dir. of Libraries, P.O. Box 33334, Univ. Station, Laramie, WY 82071.

Vance Bibliographies, P.O. Box 229, Monticello, IL 61856 has some new titles in the Architecture Series including Architectural Ironwork (\$1.50), Architecture - Conservation and Restoration (\$1.50), as well as Cesar Pelli's Design (\$1.50).

Nelson Rockefeller's publishing plans did not cease with his death. The publishing house, now called Hudson Hills Press, is embarking on an expanded publishing program, commencing with *Exploring Photography* by Bryn Campbell and *Kandinsky* by Hans K. Roethel. The photography book is arranged by theme; the Kandinsky book has 200 illustrations and 48 tipped-in color plates, including commentary, a biographical outline, bibliography, a list of exhibitions and excerpts from the artist's writings.

Paul Anbinder and Lee Boltin, who had been associated with Gov. Rockefeller in developing a series of books based on his art collection, decided to acquire his publishing venture from the Rockefeller estate. Intentions are to bring to American readers the great works existing in European museums and collections.

The Library of Congress is now offering for sale an offset lithograph reproduction of a daguerreotype of the U.S. Capitol attributed to John Plumbe Jr., probably taken around 1846. It may be the earliest known photographic image of that building. The reproduction sells for \$2.00 from the Information Counter at the Library, or directly by mail from the Information Office, Library of Congress, Washington, DC 20540. The price includes postage, and all mail orders must be prepaid.

Artcards, a set of twelve original limited edition postcards created by Canadian artists, are now available for purchase. Each card originated as a color Xerograph and is printed directly through color Xerographic separations. These postcards have been printed in small editions for distribution through galleries, museums, and other suitable outlets. This project was organized by Visual Arts Ontario with assistance from Xerox of Canada.

The sets are available to retailers in sets of 12, from Visual Arts Ontario, 417 Queen's Quay West, Suite G100, Toronto, Ontario M5V 1A2, Canada.

The Art Book Company, 18 Endell St., Covent Garden, London WC2, England is now offering its recent catalog of art serials in reprint. It is available free of charge.

*The Literature of Art* is a periodical which The Art Book Company publishes, a literal bibliography month-by-month of art books published in the English language. The lists include exhibition catalogs as well. Available by subscription from the Art Book Company.

*The Directory of New Jersey Women Artists* in its second revised edition is now available from the Mabel Smith Douglass Library, Rutgers University, New Brunswick, NJ 08901. Send a self-addressed 9 x 12 envelope with 54 cents postage.

■ A new kind of book is being published today in America, one done by Oh Dawn! publishers, featuring books on toilet paper. No kidding! Ronald Rothstein, the inventor, has expanded its line of Bathroom Best-sellers to include *The Book of Lists*, *The People's Almanac*, a crossword book, and a dieter's guide. In the future, he will be producing a line of paper towel books, featuring recipes and entries from *The New York Times Cookbook* and *The NYT Crossword Puzzle Book*. Each roll retails from \$3.00 to \$3.50.

As Bacon said: "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested."

Andy Warhol has decided that he would like to be a publisher, linking up with Grosset & Dunlap. This fall he will be starting his own imprint, Andy Warhol Books/Grosset & Dunlap Publishers, with Grosset handling his marketing and distribution. The reason for this bookish enterprise is that Warhol always wanted to do something new and different with books. Of two books a year, one will be by Warhol, and the other a "discovery," i.e., an unknown author. Although they may not all be picture books, photography will be the mainstay of the series.

The first book will be *Exposures*, a collection of 500 photographs taken by Warhol, featuring personalities in film, fashion, rock, sports and politics.

■ *Photography Rediscovered: American Photographs 1900-30* is a new Whitney Museum of American Art publication, including an exhibition checklist, selected bibliography, an essay by David Travis, and artists' biographies. \$11.00 soft cover.

This has 241 black and white reproductions with 34 photographers in the exhibition.

## INTERNATIONAL NEWS

The Kröller-Müller Museum in Otterlo, Holland is showing Michael Heizer's latest paintings, sculpture, and photographs of earth works, including *North East South West* (3 meters square) and his relatively small *East India*, a rosewood sculpture.

■ England's first Arts Minister, Norman St. John-Stevas, 50 years old, comes to the position with a wide interest in the arts, with an inclination for the continuation of the Arts Council as the basis of Government spending on the arts.

His first duty was to select Prof. Alan Bowness, 51, as the next Director of the

Tate Gallery, taking up his duties at the end of 1979.

■ The Matisse Museum has just reopened in Nice, confined alas to the upper floor of a gracious post-Palladian mansion, due to the lack of commitment of support by the municipal authority.

■ The Museum of Modern Art of Paris has assembled 232 works, paintings, drawings and sculpture, commemorating *Galerie Pierre, the Pierre Loeb Adventure*, the first time a public museum overtly has welcomed into its halls a private dealer. The show closes on 16 September and travels to Brussels. The Gallery was active from 1924 to 1964.

■ Picasso's *Guernica* will return to Madrid to be exhibited in the Prado, leaving the Museum of Modern Art where it has been on long-term loan.

■ Warnings have come from Mayor Giulio Carlo Argan, an art historian, that the center of imperial Rome must be turned into a gigantic archaeological park with all vehicles banned, or the monuments are doomed by pollution.

■ The French Government will attach \$71 million worth of Picasso's art to settle inheritance taxes from the artist's estate.

■ In Japan, one of the few patrons of experimental arts is Seiji Tsutsumi, one of the owners of the Seibu department stores.

One artist who shot to fame in the late 1960s for his poster art, Tadanori Yokoo, has also reflected the change in Japanese taste. Instead of originality, the Japanese seem to want violence in their films and in their graphic arts. "This violence is what they ask for," says Yokoo, "and this is what they get. I regret what happens, but am I to turn away a major sponsor?" Because of inflation and family obligations the artist must compromise. And there is little mobility in the Japanese society.

■ A remarkable show of Latin American artists and their alternative visual communication, curated by Felipe Ehrenberg, founder of the Beau Geste Press, is now being shown at L.A.C.E. Gallery in Los Angeles. Included are artists from Mexico, Brazil, Colombia, Argentina, Venezuela, Uruguay with names such as Padin, Caraballo, Vigo, Marquez, Haroldo Gonzalez, Lisboa and many more. What is more interesting is that when the exhibition was shown in Mexico, 260,000 copies of the catalog were circulated during subsequent weeks as a supplement in the national newspapers, with an historical essay by Felipe Ehrenberg and a

philosophical discourse on alternative means of publishing by Nestor Garcia Canclini.

This sounds like the largest distribution of an exhibition catalog, free of charge, in the world.

■ At the invitation of Mexican authorities, the Rainbow Art Foundation of New York has commissioned 12 artists to prepare works for an exhibition, *The Icarus Odyssey*, to be mounted in Guadalajara in October. The 12 artists come from the U.S., Mexico, Japan, Colombia and Italy.

#### ART READER

*American Artist* for July had their Special Business Supplement, including where and how to get grants, etc. *Artes Visuales* for March - May 1979 features the Sao Paolo Biennale—*American Photographer* features the "Click Heard Around the World" by Don Peterson, a mail photo art participation piece—The roots of abstraction are featured in *Artscanada* for May-June 1979—*Center for Creative Photography* #9 features Sonya Noskowiak, as well as an index to the videotapes in the Oral History Library—*Intermedia* no. 7 is a multimedia journal of images and information entitled "Changing Your Air Filter"—*New Performance* no. 4 features interviews, photographic documentation of performances and news—*New Yorker* for 30 July 1979 had a profile on David Hockney—*Spanner NYC, Green Wrench*, includes work by Robert Smith, Beth & Scott B, Dick Miller, Terise Slotkin, Gail Lineback, Terry Fox & Romaine Perin, Irvin Tepler, Scott Johnson, Julia Heyward, Diego Cortez, Jill Kroesen etc. Biographies are included—The *Unmuzzled Ox* has a special issue called *The Poets' Encyclopedia*, "the world's basic knowledge transformed by 225 poets, artists, musicians & novelists", a real contribution—*Visual Dialog* for Summer 1979 features New Directions in Printmaking.

#### EXHIBITIONS & COMPETITIONS

**Snapshot Mail Art Collective Work.** Please send photograph (5 x 7 cm.) of your person or your face. All the material will be part of a vast documentation which will be part of a book-catalog. Send to Nicola Frangione, Via Ortigara 17, 20052 Monza, Italy.

**International Audio and Visual Mail Art Fair.** Organized by Julien Blaine, Pierre Restany, and Liliane Vincy. Letters, envelopes, stamps, rubber stamps, telegrams, postcards, taped phone calls, etc. **Deadline: 6 November 1979.** The Fair will take place from 6 December 1979 to 31 January 1980 at the Gallery Lara Vincy, 47 rue de Seine, 75006 Paris. Please send materials to the Gallery, letting them know if you wish to sell your works, and upon what conditions.

**Anthology of Mail Art**, including mail poetry, art and marginal communication for the magazine *Delo* (Belgrade). *Delo* is one of the most prominent Yugoslav literary magazines. Send postcards, stamps, original works, as well as published books and catalogs which the organizer will add to an extensive bibliography. Think About Mail Art Show, November 1979, will include all works which will go to the Signalist Documentation Centre. Send works to Miroljub Todorovic, Dobrinjska 3, 11000 Belgrade, Yugoslavia.

Please send Mary a card, c/o Art Dept., Florida State University, Tallahassee, FL 32306. Join the Mary Frisbee Johnson Fan Club and flood her with well wishes.

**Vile no. 7** plans to put together a special limited edition of international rubber stamp art. Please mail 300 copies of your rubber stamp works before **31 October 1979**. Size 6 x 9 inches. Each contributor will receive an issue. Mail to Vile International, 1183 Church St., San Francisco, CA 94114, attn.: Bill Gaglione.

**Intermedia** magazine. You are invited to participate in a European/Latin American issue of **Intermedia Magazine no. 9**. Please send up to 3 pages of camera-ready visual or textual material, 7½ in. (19cm.) x 9½ (24cm.), along with a contributor's note. **Deadline: 1 December 1979.** P.O. Box 31464, San Francisco, CA 94131.

**Wallpaper** is a new magazine that is seeking everything that is good to publish—criticism, art, literature, anything. Projected issues include language, and even a pure Dada issue. Write to Stephen Spera, 206 S. 13th, Philadelphia, PA 19107.

**ACCEPTING TEE SHIRT ART WORKS BY ARTISTS**, for inclusion in Tee Shirt Archive and possible traveling exhibitions. Send to: La Mamelle Inc., Box 3123, San Francisco, CA 94119.

**INTER - DADA 80**

**FIRST ANNUAL ARTWORKS CHRISTMAS SHOW.** Artists are invited to submit objects, books and other artifacts for consideration for exhibition and sale during the Christmas Show at Artworks, 66 Windward Avenue, Venice, CA 90291. Deadline: 10 November 1979. Please send complete price information for resale (60/40 breakdown for books, 50/50 for other items) and name and address and phone number. Items will be on display from 15 November through 25 December 1979.

**Spontaneous Spasms/Mail Art Expo'80.** Moon has been reincarnated/reconstructed out of old television set receivers and other semi-edible transmuted garbage. He has returned from Zroy to plague yet another art community with a Mail Art Show. If you would like to be included in this lunacy, please send stuff to Moon, c/o 502 Western Drive, Santa Cruz, CA 95060 USA. No returns and a catalogue will be forthcoming. Deadline for the show is 30 November 1979.

I.A.A.A. (International Archives for Aerospace Arts). U.M.P.A.F. Mail Art Show. 1 December 1979 - 31 January 1980. Members of the U.M. Postal Art Foundation are mounting their own particular interests and will contact mail artists. Any aspect of aviation that has been used as the main point of the work is requested. Rubber Stamp works on any theme. Send all works by 23 November 1979.

Copier Art. 2 Feb. - 30 March 1980. Submit all work by 18 January 1980. Be sure to list process used, title, size, and name and address. A catalog will be sent to each artist. Send to I.A.A.A., Library, Univ. of Maryland Baltimore County, Catonsville, MD 21228.

Kaldron, 441 N. 6th St., Grover City, CA 93433 USA. You are invited to send visual poems to Kaldron, an international visual poetry tabloid, for consideration. Deadline: 3 December 1979. If you desire work returned and a response, a self-addressed envelope with correct postage is required. (Overseas: international air mail coupons should be used for quick response).

International Mail Art Show, Santa Monica City College, 15 October to 2 November 1979. Theme: Test the Post Office under-size, oversize and 3-D. Deadline: 10 October 1979. All media invited. Mail entries to Don Emery and Lon Spiegelman, Art Dept., Santa Monica College, 1900 Pico Blvd., Santa Monica, CA 90405 USA. No jury, no fee, no returns.

**INTERNATIONAL MAIL ART EXHIBITION.** Arizona State University, 18 - 22 November. 8½ x 11 inch format; 21.5 cm. x 28 cm. No limits. A catalog will be printed. No returns. Music, Xerox, proposals, poems, prints, books, drawings, offset, poetics, rubber stamping, concerts, recipes, photos, etc. Deadline: 15 November 1979. Send artwork to Ron Gasowski, c/o Intermedia, Dept. of Art, Arizona State University, Tempe, AZ 85281.

### MAIL ART: WHAT IS IT?

The practice of Mail Art helps in overcoming the artist's depressive isolation caused by manipulative and commercial relations between the art world and society. The process of interaction is established by continuously circulating messages created in various unpretentious techniques, the result of which is a truly democratic form of art. Mail Art and its ideas elude indoctrination: the field of action is a "continuous circle", in which, as Robert Filliou defines it, various concepts, media and persons are linked in permanent exploration and renewal with an ever-increasing number of participants. In projects with several members the initial idea is usually not final and is therefore repeatedly transformed. This kind of artistic practice expresses the need for continuous exploration of alternative forms of communication and discovery of new creative possibilities. For some participants Mail Art represents the highest aesthetic and ethical activity, while some consider it a matrix for experiment and communicative behaviour. Though the phenomenon originates from the early avant-garde movements of this century, a new impulse to its development came from Fluxus, the New York Correspondence School and Le Nouveau Réalisme in the early sixties. Due to the facility of transport, the "art of correspondence" is very mobile, and the post-office, as the transfer agent of the messages, plays an active international social role. Postal regulations, the format, the weight, postage stamps, the postmark, dates, postmen—all these form part of the communication process and the structure of the mail. The regulations for transporting Mail Art differ from those that apply to conventional art works because they are not ensured. The rhythm of artistic communication by mail is that of everyday life with the mail-messages reaching the addressee, who receives them with maximum interest. Mail Art is characterized by dynamism, processuality and flexibility, it contributes to the modification of socio-cultural structures and can be described as "a kind of small art universe, a model for a possible marginal behaviour" (Horacio Zabala). Interpersonal cooperation transcends

individualism, eliminates mediation, official selection, hierarchical attitudes and evaluation of artistic production, because the sender and the receiver of the message are equal partners. The fact that Mail Art has not as yet been adequately analyzed by modern analytical and theoretical methods can probably be explained by the non-coherent nature of its form and content, and certainly not by lack of shows, a number of which have been organized over the past few years.

Mail Art uses a wide range of techniques: cyclostyle, photography, special postmarks, texts, photocopies, books produced by artists, gramophone records, videotape, film, tape recordings, drawings, posters, telegrams, etc. The received material engages the addressee in feedback and continuous activity, in which each participant expresses his own identity. The format of Mail Art works is adapted to the dimensions of the letter-box, that inconspicuous part of the household inventory, which has a special meaning for the participants of interpersonal aesthetic communication.

—Bogdanka Poznanovic

*This interpretation of Mail Art appeared in a catalog for "Feedback Letter-box", an exhibition of mail art in Zagreb, Yugoslavia. The essay appeared in the catalog/poster published in 1978.*

### DATES TO REMEMBER

#### NEA DEADLINES:

1 October: Folk Arts applications

Museums - Museum Training

Fellowships

Special Projects—Art Centers

and Festivals

Interdisciplinary

3 October: Literature - Assistance to Small Presses

15 October: Media Arts — Video Artist Fellowships

Visual Arts—Artists' Fellowships

25 October: Media Arts - In Residence/Workshop Program

6 - 9 November: Art Publishing Conference, Visual Studies Workshop, Rochester