

Coming in January

95

by Buzz Spector, recognized artist, critic and theoretician on contemporary art and now a Distinguished Professor at the University of Illinois, Champaign-Urbana. Spector has been writing about books, which he uses in his own work, since we are in an age when the book as a conveyor of culture, its traditional purpose, is under assault at the hands of the electronic media. Rather than focusing on a sense of loss, Spector has created a body of work which transforms the book from an object of communication into an object of the imagination, metaphorically encouraging a 'memory of reading.' In these essays, some of which have been reprinted from *Artforum*, *Dialogue*, exhibition catalogue essays, symposia, etc., Spector explores the act of reading, the fetishism of the book object, meditations on Broodthaers and Baldessari, Anselm Kiefer and Walter Hamady, as well as some new essays written especially for this book.

A new book published by Umbrella Associates

For our subscribers, there is a special *pre-publication price* of \$9.95 before 31 December 1994. If you wish to order this book, you must use the form below, or Xerox it, or send it in along with your renewal form. Remember, *order this book before 13 December 1994* and get the special price of \$9.95.

The Book Maker's Desire:

Writings on the Art of the Book

Mail to

Umbrella Associates

PO Box 40100

Pasadena, CA, USA 91114

fax 310/399.1146

The Book Maker's Desire: Writings on the Art of the Book \$9.95

New Media Arts
ISBN 0-9635042-0-7; 64pp; 5 1/2 x 8 1/2"
perfect bound; \$9.95

Cross <+> Currents

Books from the Edge of the Pacific (*Published in 1991 as an exhibition catalogue for a traveling book-works exhibition: 127 artists from the Pacific Rim*); \$10

Please add \$2.50 for postage & handling. _____ total enclosed

please return a copy of this order form with your check or money order

NAME

INSTITUTION

ADDRESS

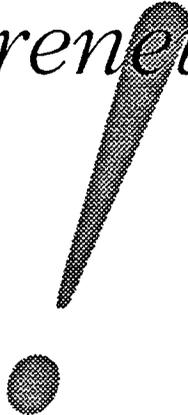
CITY/STATE

ZIP

Please turn over for subscription information about *Umbrella*, an art publications newsletter

Time to renew!

Umbrella



Umbrella is the most comprehensive periodical in print covering the arena of artists' books, art books and other multiple editions, including audio and video tapes. *Umbrella's* reviews cover new bookworks by artists, exhibitions, with special sections that focus on photographic and 'art history' books. Moreover, we try to keep you abreast of the best art gossip in the Western world.

Time to suggest a subscription

to someone who would appreciate it



Please use the subscription form below

Umbrella Associates
PO Box 40100
Pasadena, CA, USA 91114
310/399.1146

INDIVIDUALS

INSTITUTIONS

**Regular Annual Subscription
USA
\$18**

**Institutional Annual Subscription
USA
\$25**

**Regular Annual Subscription
Foreign/Air Mail
\$20**

**Institutional Annual Subscription
Foreign/Air Mail
\$30**

**UMBRELLA SUBSCRIPTION
ORDER FORM/INVOICE**

NAME _____		INSTITUTION _____	
ADDRESS _____		CITY/ STATE _____	ZIP _____
COUNTRY _____		RECOMMENDED BY _____	

Please pay in *American currency* and circle the amount being paid.

Umbrella is published twice a year on an irregular basis.