

ARTISTS' BOOKS: news and reviews

NEWS

Recently, Susan Wick closed her AART store, a six-month experiment in retailing contemporary art from \$5 to \$50 in Oakland, California, and devised this recipe, which we want to pass on to our readers:

- 1) Take a storefront in a very accessible shopping area that you can afford to pay the rent, electricity, water, insurance, etc.
- 2) Take work on consignment from artists with the agreement to pay 70% of sales to the artist.
- 3) Remain available for artists to do a varying number of things, such as artists do, in around and with the simultaneous showing of the static art.
- 4) Specialize in prices that are affordable, \$5 - \$50.
- 5) Pay the artists once a month for any profit of \$5 or more.
- 6) Remain available to the public as a bridge between the artists and the community, encouraging collecting of this kind of art.
- 7) Reinstall the art as often as possible, maintaining the current contemporary energy of the work.
- 8) Only stay open for six months.
- 9) Sell positive, vital art with attention to humor.

■ An interesting way of financing publications has been attempted by a Canadian group called *Celebrity - 19*. They are selling Television pins which come in many colors, white and black, transparent or clear which are three inches square and sell for \$8.00. If enough sell, *Celebrity - 19* can publish a book. For more information or to order a TV pin, write to Alec Anderson, 35 Cameron Avenue, Ottawa, Canada K1S 0W6.

■ The Munson-Williams-Proctor Institute opened an exhibition of Artists' Books on 9 December, curated by Franklin Furnace, reviewing the last 10 years, with examples of one-of-a-kind artists' books and contemporary multiples.

■ Terry Braunstein's *Notebooks* are reviewed in depth by Mary Swift in *Washington Review* for December-January. Braunstein will have a one-person show at the Fendrick Gallery in Washington and will also curate the first regional show of artists' books in March 1980 at the Washington Project for the Arts.

■ The Book Bus has a selected Winter List available, a new listing of artists' books for sale. Write Book Bus, VSW, 31 Prince St., Rochester, NY 14607.

■ The Reese Bullen Gallery, Humboldt State University, Arcata, California 95521 has an exhibition called *Words and Art* from 15 January through 6 February, which explores the use of words in various media. Books by artists include Robert Armstrong, Lucy Childs, Steven Cortright, Julia Anne Ryan, among others. Video, performances and installations complete this exhibition.

■ *Another Room*, edited by Lucy Childs in Oakland, California, usually includes an interview with a bookmaker. No. 6

included an interview with Stephen Moore from San Jose, and No. 7 included an interview with Susan Wick. The tabloid in newsprint is available free from Another Room, 1640 18th St., Oakland, CA 94607. Space is available for advertising and printing for artists at \$65 a full page.

ARTISTS' PERIODICALS

Artpolice Magazines come out of Minneapolis. They publish one to seven issues per year. 1979 saw 5 issues and 6 newsletters. They publish in small editions and seek a serious alternative to art being made today. The formats are wild, and the cartoons are sensational! *Artpolice* can be found at Artworks, Printed Matter, or from *Artpolice*, 133 E. 25th Street, Minneapolis, MN 55404.

Reaktion 4 is a titillating voyage through the work of Omir, Erben, Heibel, Bertrand, Van Dijk, Morellet, De Vries and Parmiggiani, which includes sensual conceptual photographs, overlays, photographs on various kinds of paper, visual-verbal works, leaves inserted in plastic pages, triangular constructions—all set in a looseleaf notebook. Edition of 1000. 45DM from Verlagalerie leaman, 4000 dusseldorf, aachen-erstr. 12, West Germany.

Archetype, vol. 1, no. 2 from Summer 1979 includes an interview with Frank Gehry, a portrait of Frank Gehry's house, Sacred Realities (the Austrian group of architects 1955-1975) and Mussolini's bathroom. \$10.00 a year from *Archetype*, 25 Osgood Place, San Francisco, CA 94133.

Audio Transart Inc. is the name of the first New York-based quarterly magazine for sound art. The magazine is produced as an audio cassette which can be played on a mono or stereo player. The artist-contributors are known for their work in the field of video-performance art. Each artist has presented a six-minute sound piece for the magazine. As well as creating an international forum on the use of sound in post avant-garde art, a function of the magazine is to establish an historical archive for the research material these artists are presenting. At this stage in the development of sound art, it is too early to present theory.

A quarterly magazine, curated by Sam Schoenbaum, individual issues are available at \$18 per copy, a yearly subscription being \$65.00 (add \$2 per copy for postage outside the U.S. and Canada.) Payments should be made to Audio Transart Inc., 125 E. 4th St., no. 11, New York, NY 10003.

Volume 1, Number 1 contains the work of Rely Tarlo from Israel, Hank Bull (Canada), Federica Marangoni (Italy), Gary Willis (Australia), Marshalore (Canada), Terry Fox (New York), Fujiko Nakaya (Japan), Sam Schoenbaum (New York), Barbara Smith (Los Angeles) and Nan Hoover (The Netherlands).

Ear2Ear: Programme 5, Winter 1979 is being offered by VEC Audio Exchange with 60 minutes of Paul Carter, Nicola Frangione, Betty Danon, Joyce Cutler Shaw, Tohei Horiike and Lon Spiegelman, Vittore Baroni, Leonhard Frank Duch, Klaus Groh, Rod Summers, Tony Bradley, Richard Olson, Gary Jacobelly, Ron Crowcroft, Paulo Bruscky, Pawel Petasz, Servie Janssen, Lou Schoonbrood, Witold Popiel,

Michael Andre, Steven Berkowitz, Los Microwaves and Chrit Mandigers and Rod Summers.

These tapes are available by exchange only—one program in exchange for an audio work from you. Write to VEC Audio Exchange, P.O. Box 1051, 6201BB Maastricht, The Netherlands.

RECIPROCAL DISTRIBUTION IN TORONTO

Lorne Fromer writes that he has a reciprocal distribution system worked out for any publisher who would like distribution in Toronto. He can take any publication around to bookstores when he makes the rounds for his magazine, *Impressions*. He already has a mutual respect established in Toronto. He could show a sample copy and if a particular outlet were interested, he would send a purchase order off to the publisher. The publisher would then be responsible for shipping, billing, etc. Reciprocally, publishers could take *Impressions* around to their local bookstores, and send *Impressions* the orders. Publishers would be requested to send Lorne one copy of each publication and the terms that they would like to accept. Write to Lorne Fromer, P.O. Box 5, Station B, Toronto, Ontario M5T 2T2, Canada.

REVIEWS

Thousand Red Banners by Mark S. Fishman is a small, charming booklet in the manner of Mao's *Little Red Book*, which generates thoughts of the present and the past, the China that was and the revolution that changed it. Read as vignettes or small performances, the book stands alone. Combined with a collaboration-construction by Leslie Lerner at the Washington Project for the Arts in November, the installation called *A Chinese Visible Horizon* had the pages (unbound) of the text displayed on a raised platform in three cases with serial photographs of agricultural scenes following horizontally above the text. Here we have views of the recent modernization policies exhibited by the Peoples Republic of China, a controlled environment in the pages exhibited as a controlled physical environment. A verbal performance piece. \$5.00

C-Commercial Industrial Directory, Yellow Pages Index by Philip Zimmermann of Space Heater Press is a brief foray into photography as behavior and its use as an integral part of twentieth-century ritual. Weddings, passports, portraits, special effects, in a beautiful offset rendition in many colors. Let your fingers do the walking for \$3.95.

Cards to Play With produced by Detleff Hoffmann in Japan documents playing cards from medieval times, ceramic cards, baseball cards, movie cards, John Cage cards, Tarot cards from all over the world, joyfully printed in many colors. \$8

The Ups and Downs of Being an Artist by R. Zygbert is a tiny flip book using the male organ as a device to demonstrate the ups and downs. A terribly funny \$1.50 bargain!

The Gourmet Pocket Guide to Natural History by Brian Lane uses tipped-in plates of animals and birds and insects to demonstrate how "man" has used these beings for food, quoting from Rev. J. G. Wood, *The Boys Own Book of Natural*

History. This is a wonderful new interpretation published in England. \$5.00

A Fugue and Related Systems by Jessica Seaton as stated by the author is a study and pictorial representation of the XV Fugue in G Major from *The Well-Tempered Clavier: Part I* by J. S. Bach. A visual system was devised to illustrate the elements, color-coded according to the various repeating elements, and presented first as The Key showing the color coding and the system, and the second part as The Fugue, the actual pictorial representation and musical notation. Using a boy, a palm tree and a car, the author has logically followed the system to a rational conclusion in luscious colors, so that the printing process is as much a part of the system as the visual elements and the visualization of the musical system makes this book a lesson not in music but in visual-verbal systems as well. A joy to the eye as well as to the ear! Offset and silkscreening at its most delicious! \$10.50 for plain cover, \$12.50 for embossed cover.

Thea: A Collection of Photographs and Notes by Judith Nicolaidis is a portrait of Helen Frango Cossolias, nearly 90 years old now, the matriarch of an extended family which the author-photographer entered by marriage. The woman has a philosophical approach to life which is inspiring, universal, and comes from her wisdom and honesty over the years. This is etched in her face which is so beautifully portrayed on the pages of this book. "The most important is. . . not the way you like, but the way you find life." A portrait in words and photographs, a tribute. \$5.00

As a Hypothesis by Michele Parisi, published in Rome and Brussels, is a tour de force. Opening upon a full-page photograph of the sea, we get lines of text about theories of the universe, the sea, nature, the Soul, with the artist interjecting a triangle of the photograph of the sea super-imposed upon the text at various angles, one to a page. An interesting sample of book-making, of sign, of symbol, of philosophy. Remarkable for intention and execution. \$5.00

See by Todd Walker using five color offset with photographs and words by Walker is an exemplary visual experience, completely executed by Walker himself, from typesetting to photography to making the book. We get a lesson in seeing—30 ways, to be exact, with the word *see* typeset in many ways throughout the book, and dictionary synonyms for "see". We have overlays, photographs, offset photographs, manipulated photographs with instructions how to look. The colophon by the author tells us how he has learned to see by using all his senses, and we in turn have the same experience through this most sensual, tactile, perceptive, exploring, scrutinizing, deeply felt book. \$6.95 for all that!

Animals, Drawings and Photographs by Fred Escher has 40 photos in which there are three basic components: 1) three-dimensional objects, 2) two-dimensional drawings and 3) words. . . There is an up-front presentation of what goes into the construction of each piece, an honesty in the process. There is ambiguity in that the objects-drawings-words march off in being both more closely related to each other and less so. . . so that there is a paradigm of the basic

mental convolutions which are operating in anyone, in which the mind watches the mind.

Catherine Kord writes the introduction which helps us to understand and explain the intentions of the artist, a deeply felt and intelligent understanding. \$5.95

Four Years and More by Pat Tavenner is dedicated to "all the people who have asked: 'What do you do? I don't understand it.'" It includes a rubber stamp introduction, notes and history about her collages and montages, how she became involved in the mail art world by creating an art newspaper called *Mail Order Art*. Then we get her evolution into Xerox and rubber stamp pages made for various magazines and the mail process pieces, *Living Letters* and *The Book of Tongues*. The book then reflects her photo stamps and postcards, and ends with samples of postcards, visuals, and letters from her various correspondents. A very special visual autobiography of an important correspondence artist. \$12.50 softbound, \$24.00 hardbound, available from Artworks or from the Eternal Press, P.O. Box 11032, Oakland, CA 94611.

Then What Happened Is by Peg Griffith, part of Mary Dougherty's performance piece, *A Performance Sequence*, which was part of ARC Gallery's national invitation exhibit of women artists last summer in Chicago. Joining past and present images, we get photographs on the left hand page and memory tracts on the right. Ordinary objects are photographed, objects which had been accumulated over 25 years, collectibles of a sort, valuable on the market, but more valuable for what they represent, memory tracts, items which represent another generation of fashion style. The book catches the value of objects, the mind-set involved with them and is beautifully produced. Edition of 50. Available from Peg Griffith for R.A.U. Connections, 3200 N. Lake Shore Drive, Chicago, IL 60657. \$15.00

Airmail Postcards by Franco Beltrametti is a series of verbal-visual poems in which we get vignettes of statements which would appear on postcards from various places as the author travels through the U.S. Designed with an airmail type of envelope cover, embossed with an imagined kind of postcard on the back, we travel through the poet's mind and thoughts from Wyoming to New York City. \$4.00 from Printed Matter or Artworks.

The Last Days of the American Dream by Don Dolan is a series of 100 drawings with captions which tell the story of now, the terror weapons of tomorrow, and the natural victory which transpires—a nightmare, a dream, a reality. Price unknown at the present time, published by The Fault Press, 33513 6th St., Union City, CA 94587.

Franklin Furnace Archive Artists Book Bibliography, parts 2 and 3, are now available from Printed Matter. Each set appears on unbound notecards, permitting interfiling of later cards with those of previous volumes.

Forty Found Fakes by Ernst Caramell is a remarkable large-format book which includes found objects from 1976-1978 which simulate the work of Daniel Buren, Panamarenko, Duane Hanson, Chris Burden, Christo, Boltanski, Muntadas,

Haacke, Paik, Vostell, Arman, etc. A hilarious interpretation of these artists and many more works—reproductions which strike one as works by particular contemporary artists. "These fakes therefore precede their originals and have, so to speak, out-distanced them." Available from Printed Matter or Artworks.

Map Projections: Isometric Systems in Isotropic Space by Agnes Denes is the complete cycle of Map Projects done from the Study of Distortions Series, 1973-79. The book is printed in full color with 64 pages of transparent overlays. As Denes says in her introduction, *Map Projections* enters art in the form of process, involving the pleasures of doing, and the remaining degrees float in space to map the moment, to realign themselves around new forces and form new loyalties, all in the search for the logic of matter, a game that is won or lost, but such fun in the search. The exploration of the artist is also the exploration of the viewer, except that all the hard work was done by the artist and the printer, and we reap only the harvest of beauty, dynamic logic, kinetic outreach. One of the finest products that has come out of the Visual Studies Workshop. Three cheers to Agnes Denes and Joan Lyons! \$15.00

The Des Moines Festival of the Avant-Garde Invites You to Show is the catalog of the Festival, curated by Fred Truck and published by his Cookie Press. The festival indicated that no one should be there, so that performances and proposals for performances were sent in, the story of how it all came about told by Truck in his introduction. Proposals came from all over the world—32 in all, of which 25 were actually realized with the six unable to be materialized under the conditions of the Festival. Works were by Anna Banana, Baldessari, Cavellini, Chopin, Buster Cleveland, Crozier, Peter Frank, Dr. Klaus Groh, Dick Higgins, Alison Knowles, Richard Kostelanetz, Jiri Valoch, among others. An important catalog available for \$7.50 from Cookie Press, 4225 University, Des Moines, IA 50311.

All artists' books reviewed in these columns are available from ARTWORKS, 66 Windward Ave., Venice, CA 90291.

SOFTWARE-ART
HARDWARE-PRICES

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