

VOLUME 6, NUMBER 4

SEPTEMBER 1983

Editor & Publisher: Judith A. Hoffberg

Contributing Editors, Mail Art: Bill Gaglione Lon Spiegelman

UMBRELLA is a bimonthly review of artists' publications including artists' books, artists' periodicals, alternative media, and a digest of art news from around the world. UMBRELLA is published by Umbrella Associates, P.O. Box 3692, Glendale, CA 91201 USA and is issued in January, March, May, September and November. Phone Number: (213)797-0514. All editorial, advertising and subscription correspondence should be sent to the Glendale address.

SUBSCRIPTION RATES: \$20.00 a year, individuals, USA; \$30.00 for institutions, USA; Foreign individuals, including Canada, \$22.00 surface, \$25.00 airmail; Foreign institutions, \$32.00 surface, \$35.00 airmail. American currency is advised. Single issues are \$4.00. Some back issues are available.

Personal correspondence to the Editor may be sent to: P.O. Box 40100, Pasadena, CA 91104. The office for Umbrella is in Pasadena. All typesetting is done by the Editor, and the Printing is done by Glendale Printing Center.

Copy Deadlines: January 10, March 10, May 10, September 10 and November 10.

UMBRELLA wishes to thank Some Serious Business for continued support.

ISSN 0160-0699

Copyright © 1983 by Umbrella Associates. All rights reserved.

ABOUT THE COVER: The front and back covers are done by Barry Berg, world-famous mail artist and an abstract painter who lives in San Clemente, California right near the San Onofre Nuclear Energy plant. The inside covers are done by Tom Threinen who is a Californian artist who is now living in New York City. These realist drawings are not typical of his style, which deals mostly with urban landscape, people, interpreting moods. Photos front and back: Larry Owen Moore.

FROM THE EDITOR

I would like to thank all of you who helped Umbrella survive this summer. Some of you used ingenious ways to cheer me; others sent renewals early; still others gave donations. You all know who you are—so from the bottom of my heart, thank you. As you see, we are here—in glowing color, thanks to Barry Berg, who donated the printing of the covers this issue. That is why, for the first time since I have been a publisher, I have resorted to plain old white paper to enhance the color of the cover, and just see how you all like it. This is not to say that Umbrella is in the clear. This issue has taken many weeks of hard work, and the tonnage of mail seems to reflect an information explosion of grand proportions. What we need and crave is a computer—one that will allow me to sort my mail and thus prepare the printing of galleys in preparation for each issue—without the intermediate step of typewritten copy. At any rate, that is the next step.

We have been heartened by the receipt of a number of new subscriptions from around the world—especially from the United States. It means there is an investment of time and money into making Umbrella grow. And as a result, we have an interview with Terry Braunstein by George Myers, Jr., who is Editor-in-Chief of Menu: A Journal and Review of Contemporary Arts and Letters, formerly publisher of X, a journal of the arts (later to be called Cumberland Journal).

I will be going to the Frankfurt Book Fair and the Art Ink '83 art publishing trade fair in London to assess the current scene in art publishing and will report to you about that in the November issue. We hope to get some new interviews for future issues of Umbrella.

We also hope our Mail Art readers will be stimulated to read Robert C. Morgan's article on the difference between Mail Art and Correspondence Art, food for thought and perhaps even controversy.

Some of the latest news arrived the day before I put to bed this issue, so it appears as classified ad material on the last page of this issue. We hope you like the new look. Many of you have indicated it is just what Umbrella has needed. Perhaps with the flood of covers that have come in, we can do one issue just of covers and give the Editor a vacation! Happy Halloween, Have a good read!

-jah