

# The Museum of Modern Art

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## ARTISTS' "BOOKWORKS" TO BE SHOWN IN MUSEUM EXHIBITION

Between March 17 and May 31, 1977 in The Museum of Modern Art's Paul J. Sachs Galleries there will be an exhibition of more than 200 artists' "book-works" from the Museum's growing collection of this new and innovative genre. Focusing on the mass-produced, under-\$25 book conceived and designed entirely by artists in the last fifteen years, the show, which is being curated by Barbara London of the Department of Prints and Illustrated Books, will include works by Vito Acconci, John Baldessari, Marcel Broodthaers, Hanne Darboven, Gilbert & George, Dick Higgins, Ray Johnson, Dieter Rot, Telfer Stokes, and Lawrence Weiner, among others. The works will be on view in bookcases, under plexiglas on the wall, and on shelves where Museum visitors will be able to pick them up to read. A selection will also be available for sale in the Museum Bookstore.

The modest "bookwork" genre started to flourish during the prosperous 1960s and broke down certain artistic barriers, often to incorporate aspects of other disciplines such as mathematics, philosophy, and sociology. For some it was a reaction against the older, expensive "illustrated book," for others it was a continuation of the Blue Rider book and Futurist manifesto tradition, while for other artists it presented a means of circumventing the gallery system. No matter what the orientation, as readily accessible means of articulating visual ideas artists' "bookworks" have been sold either in bookshops or directly by mail, at prices low enough (often no more than \$3 or \$5) so that collectors with very limited budgets could afford original artwork.

Dieter Rot, the inventive, prolific artist who lives in Iceland, England, and Germany, in 1957 began making "bookworks" and has published independently as well as with Hansjörg Mayer. In America during the sixties Ed Ruscha, a

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