

Proposal: Media Space

#16

MEDIA - SPACE

MEDIA SPACE
PO BOX 132, HOLLYWOOD
WESTERN AUSTRALIA, 6052

~~444 WILLIAM STREET, PERTH.~~
~~WESTERN AUSTRALIA~~

Bill Meyer, Curator
'Print as Object'
Print Council of Australia
105 Collins Street, Melbourne
Victoria, 3000.

Bill:

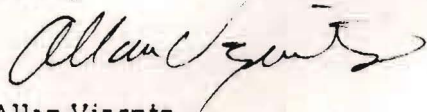
Please see the enclosed proposal that has been given to all members of the group.
If you consider the effort relevant to the terms of 'Print as Object', let us know and
we will proceed in earnest.

Some questions involved:

The data, to be considered as an accessible item stored on your system would have to
be transferred via modem and downloaded into your computer. If we simply mail our
disc to you it will be difficult to read the disc given the different micro-computer
systems. We have all the necessary hardware and software at this end to achieve
that end. Do you, or could you through available systems at your end?

The photocopy of the data, visual and verbal, mailed to you, repeats the text data on
disc. Both the printout and the disc are seen as forms of the "object", thus the
interest in your receiving the data via modem.

Yours,



Allan Vizents
MEDIA SPACE
PO Box 152
Inglewood WA 6052
09-325-6132

MEDIA-SPACE

To all Media Space members

RE: 'Print as Object'

Exhibition curated by Bill Meyer, Print Council of Australia.

See enclosed Telex.

Definition:

object (noun). 1. anything that is visible or tangible and is stable in form. 2. anything that may be apprehended intellectually: objects of thought. 3. a person or thing with reference to the impression made on the mind or the feeling or emotion elicited in an observer: an object of curiosity and pity. 4. a thing, person, or matter to which thought or action is directed: an object of medical investigation. 5. the end toward which effort is directed; goal; purpose: Investigation of business prospects is the object of his trip to the Glapagos Islands. 6. Gram. (in many languages, as English) a noun, noun phrase, or noun substitute representing by its syntactical position either the goal of the action of a verb with which it combines to form a verb phrase or the goal of a preposition in a prepositional phrase as ball in John hit the ball, Venice in He came to Venice, fuck and him in She gave him a fuck. Etc: (see your dictionary)

objective complement, Gram. a word or a group of words used in the predicate following a factitive verb to modify or qualify its direct object, as chairman in We appointed him chairman, white in He painted his house white, or a nice chap in They thought him a nice chap. Also called objective predicate.

objective correlative, Literature, a situation or chain of events which objectifies a particular emotion and may be used in a work of literature to produce or evoke that emotion in the reader.

Proposal:

Ver: A multiple set of words, phrases, sentences, propositions, (all language constructions) that address the object as a meaning construction in a relationship in the human perceptual field. This data would be stored on our computer and downloaded to the PCA's computer via Modem and accessible through their system.

Thus information (digital storage)=Object

Vis: A set of two dimensional images that address the object as a meaning construction in a relationship in the human perceptual field. This data would be photocopied and included in the Media Space printout with the above verbal sets and mailed to PCA.

Thus: Information (photo-mechanical)=Object.

Discussion:

A number of criticisms followed the reading of the Telex. These may or could possibly be included in the above proposal. It was however, suggested that a submission should be made as the exhibition is an opportunity to exhibit work outside the local restrictions of audience.

With this in mind a letter has been mailed to Bill Meyer confirming our intentions and discussing **logistics of data transfer** between computers.

The physical limits of the data itself are 100 typewritten single spaced pages. The visual material is not limited.

The deadline for submission is November 1st. There are two current projects in addition to 'Print as Object' (The Brisbane 'Perceptual Identity' project to be installed in Darklight this month and the Sound Festival organization for the Perth Festival, 1985). Thus the data entry must proceed day by day during October, and not as one session like some sort of torture of masochism. PHONE, WRITE or send material in real time if you decide to contribute. (AVIZO will input data)

The word processing program contains a 'Global Search' facility as do many similar programs allowing for a kind of organization under Keywords preceding each verbal construction. (You can suggest the keyword or ignore this facility).

Objectivity is the truth function of language.

"Fundamental to this idea of arts the understanding of the linguistic nature of all art propositions, be they past or present, and regardless of the elements used in their construction." (J. Kosuth, Art-Language Vol 1 #2).

'Print as Object' is a phrase that muddles language. It is again trivially true, the print can be nothing but an object.

ACTION: INTERFACE PRINT COUNCIL OF AUSTRALIA TO MEDIA SPACE
SOURCE: P.C.A., 105 COLLINS STREET, MELBOURNE, VICTORIA, 3000. PHONE: 03) 6542460
CONTACT: BILL MEYER, CURATOR, 'PRINT AS OBJECT'
DIRECT TO: MEDIA SPACE
LOCATION: P.O.BOX 152, INGLEWOOD, WESTERN AUSTRALIA, 6052
OPTION: 51-53 GODERICH STREET PERTH, WEST AUSTRALIA, 6001. PHONE: 09) 325 6132
SUBJECT: INFORMATION AS OBJECT, WITHIN THE CONTEXT OF THE VISUAL ARTS
OPTIONS: INFORMATION AS THE CONVERSE OF THE OBJECT WHICH CARRIES MEANING
SPECIFICS: PRINT AS OBJECT

'PRINT AS OBJECT' EXAMINES OBJECTS AND THE WORK PROCESS WITHIN THE FOLLOWING PARAMETERS:

1. AN ORIGINAL PRINT IS CONCEIVED BY THE ARTISTS SPECIFICALLY FOR EDITIONING IN A CHOSEN MEDIUM (INTAGLIO, SCREEN, RELIEF, LITHOGRAPHIC, COLLOTYPE ETC)
2. THE ENTIRE EDITION IS CONSIDERED AS A DIVISIBLE BUT UNIQUE ART OBJECT AND IS COPYRIGHT AS SUCH
3. THE EDITION IS NOT A REPRODUCTION OF A PRE-EXISTING ART OBJECT IN ANOTHER MEDIUM
4. THE PRINT MAY TAKE ANY FORM, INCLUDING THREE DIMENSIONAL WORK, INSTALLATIONS, PHOTOCOPIES, PHOTOGRAPHS, COMPUTER PRINTOUTS FROM DISK OR TAPE STORAGE

THE DEFINITION OF THE PRINT PROCESS, FOR THE PURPOSE OF THIS PROJECT, INCLUDES ALL METHODS OF TRANSFERRING MARKS / INFORMATION / SYMBOLS

PROPOSAL: THAT MEDIA SPACE SUBMIT A CONSIDERATION OF THE ISSUE OF INFORMATION AS OBJECT AND RESPOND IN A FORM OR SYSTEM WHICH IT FEELS APPROPRIATE TO THE CREATION / ANALYSIS / PROCESSING / ENCODING / CRITICAL EVALUATION AND DISTRIBUTION OF THE ART OBJECT (E.G DISK WITH PRINTOUT). THE WORK (OBJECT) MUST BE CREATED SPECIFICALLY FOR THIS PROJECT.

TERMS OF: *THE ASSIGNATION OF ARBITRARY MEANING / VALUES TO
REFERENCE SPECIFIC MARKS AND SYSTEMS
*THE ARBITRARY ASSIGNATION OF MEANING / VALUES TO SPECIFIC MARKS AND SYSTEMS
*IMPOSED CONTINGENT VALUES AS A RESPONSE TO THE MEANINGLESSNESS OF ALL SYSTEMS
*RECURSIVE INCLUSION / SELF DEFINING SYSTEMS
*INFORMATION AS OBJECT
*AN AESTHETIC OF INFORMATION AS ASSIGNED MEANING
*THE CONTRAST BETWEEN INFORMATION (TO WHICH IS MEANING IS ESSENTIAL) AND OBJECTS (WHICH MAY CARRY MEANING BUT WHICH ARE WITHOUT INTRINSIC MEANING)
*THE OBJECT / THING GIVEN MEANING BY A SUB-CONDITION OF THE SITUATION
*INFORMATION AS SUBCLASS OF OBJECT
*THE EXISTENCE OF OBJECTS INDEPENDENTLY OF MEANING
*THE FORMULATION OF A 'MEDIA SPACE' APPROACH TO THE INTERRELATIONSHIP BETWEEN INFORMATION AND THE OBJECT

IT IS FORESEEN THAT THE MEDIA SPACE RESPONSE BE CONSIDERED AS A PRINT OBJECT, THE APPROPRIATE FORM OF ITS PRESENTATION BEING AS A SECTION OF CATALOGUE TEXT. THE CATALOGUE IS TO BE LISTED IN THE CATALOGUE AS AN OBJECT INCLUDED IN THE EXHIBITION.

PROCEDURE: ADDRESS RESPONSE TO CURATOR, 'PRINT AS OBJECT', PRINT COUNCIL OF AUSTRALIA, (ADDRESS ABOVE)

SUBMISSION DEADLINE: NOVEMBER 1ST 1984
FORM TO BE DETERMINED BY MEDIA SPACE.

FURTHER AVAILABLE FROM CURATOR
INFORMATION *MEMBERSHIP LISTS (SORTED AND UNSORTED)
*P.C.A. EXHIBITIONS POLICY
*'PRINT AS OBJECT' CURATORIAL REPORTS

*PROPOSALS FROM INTERESTED POTENTIAL PARTICIPANTS (AVAILABLE EARLY DECEMBER 1984).

ACKNOWLEDGEMENT: THE CURATOR WISHES TO THANK MEDIA SPACE FOR DEMONSTRATION OF FACILITIES AND DISCUSSION DURING HIS VISIT TO PERTH.

SIGNED

(BILL MEYER, CURATOR)