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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Bellamy	III. #. 2

During week (712)

DATE STIP.

Museum of Contemporary Art

7 AM - 5 PM

1.40

.35

5 - 7 PM 90c

7 - 7 AM 70c

SAT. - 1.40

SUN - .35

Jan van der Marck, Director

Mr. Walter De Maria  
42 Walker Street  
New York, New York

Dear Mr. De Maria:

From March 2 to March 31 the Museum of Contemporary Art plans to organize an exhibition called "Art & Telephone" which will emphasize the conceptual nature of [redacted] produced today. The idea originated, I believe, with Laszlo Moholy-Nagy, who in 1922 ordered by telephone five paintings in porcelain enamel from a sign factory. He had the factory's color chart before him and he had sketched his paintings on graph paper. At the other end of the wire the factory supervisor had the same kind of paper and took down the dictated shapes in the correct position. Moholy describes this incident in his The New Vision.

5/12/68

I would like to invite you to participate in this exhibition since, if you haven't worked in this way, you would at least feel sympathetic to the idea of leaving the execution of your works to a craftsman or manufacturer. Should you be willing to lend us your cooperation and tell us what kind of work in what materials you envisage having executed, then we will provide you with a list of the best craftsmen in that and related areas here in Chicago who would closely follow your instructions.

craftsmen

We would, of course, need a budget and an idea of how much time the work will take. If you wish to go beyond a budget in the \$200 to \$300 range then we might want to negotiate sharing costs with you or your dealer. We are not striving for permanency, although you may want to take possession of the work following the exhibition. If not, we would ask your permission to disassemble and destroy it.

#

In addition, I would like your permission to tap the telephone conversation between you and the craftsman so the craftsman will have a record and we will have the basic material from which to edit a phonograph record in commemoration of the show.

TAP

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Jan van der Marck, Director

Mr. Walter De Maria  
42 Walker Street  
New York, New York

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From March 2 to March 31 the Museum of Contemporary Art plans to organize an exhibition called "Art By Telephone" which will emphasize the conceptual nature of many works produced today. The idea originated, I believe, with Laszlo Moholy-Nagy, who in 1922 ordered by telephone five paintings in porcelain enamel from a sign factory. He had the factory's color chart before him and he had sketched his paintings on graph paper. At the other end of the wire the factory supervisor had the same kind of paper and took down the dictated shapes in the correct position. Moholy describes this incident in his The New Vision.

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237 e. Ontario st., Chicago 60611, Wh 3-7755

Show

craftsmen

#

TAP

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Mr. De Maria

- 2 -

29 November 1967

*Byars*

I would like to hear from you not only whether you are willing to cooperate but also any suggestions as to artists you feel should also be included. In all likelihood we will come up with some 12 to 15 prospective participants, all of enough stature to make this a significant exhibition.

Hoping that with your help the above exhibition may be realized and urging you to get in touch with me at your earliest convenience, I remain,

Sincerely,

*Mr. Van der Meer*

jvdm:kc

P.S. Marcel Duchamp, whom I asked before approaching anybody else, sent me a letter, a copy of which is enclosed. I felt that, in spite of his inability to participate, his reaction was positive and encouraging.

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Cadaqués  
(Gerona)  
Spain

11 July 67

Dear Mr. Van der Marek

I find the idea quite brilliant but do not feel like participating, for different reasons, the most important one being my state of non-activity - I don't feel strong enough to undertake any action even "by telephone".

With my regrets, I hope you will understand and make a success of the show.

Sincerely yours  
Marcel Duchamp

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Jan. 8, 1968

Mr. Jan van der Marck  
237 e. Ontario St.  
Chicago, Illinois

Dear Mr. van der Marck:

Thank you very much for your invitation to participate in the "Art By Telephone" exhibition.

I feel much sympathy toward an effort which would emphasize the conceptual nature of art.

I have worked in this fashion since 1959/60. In 1961 I had two wooden boxes constructed for me from written notes made in 1960. These notes for the Boxes for Meaningless Work and two other sculptures Column with a Ball on Top and Surprise Box as well as notes for imagined environmental situations are published in the book entitled AN ANTHOLOGY, edited and published by La Monte Young & Jackson MacLow, published 1963.

Since 1965 I have been working with a metal shop in the fabrication of my work. So you can see that your proposal has greatly intrigued me.

I have very carefully considered the many important points that your show will emphasize and I am enclosing a description of a object/situation which can most powerfully give to you my spirit.

JAMES BYERS<sup>OTHER</sup> is the only artist I would recommend for participation. he may be reached through Richard Bellamy in New York.

Sincerely

*Walter De Maria*

Walter De Maria  
27 Howard St.  
P.O. Box 258 N.Y. 13 N.Y. 10013  
WO 6 2574

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DEC.1967

PAGE ONE

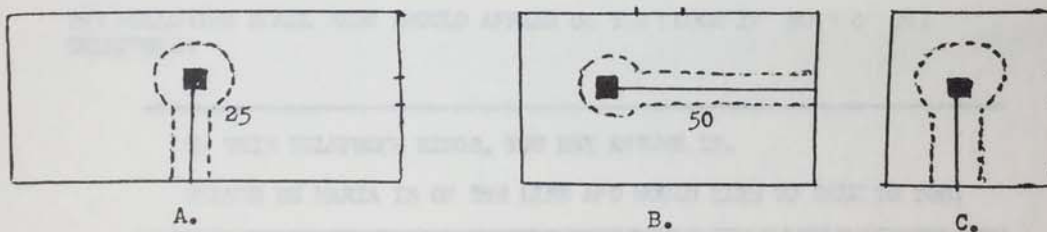
PROJECT:

ART BY TELEPHONE EXHIBITION  
CHICAGO: MUSEUM OF CONTEMPORARY ART  
MARCH 2 - 31, 1968

A STANDARD BLACK DESK MODEL TELEPHONE IS INSTALLED AT THE END OF A  
25 TO 50 FT. BLACK INSTALLATION CORD.

THE TELEPHONE IS PLACED DIRECTLY ON THE FLOOR - NO PEDESTAL - IN OR  
NEAR THE CENTER OF THE EXHIBITION AREA. THE CORD IS STRETCHED TIGHT  
AND HELD DOWN WITH THE FEWEST NUMBER OF STAPLES DEEMED NECESSARY FOR  
SAFETY.

NO OBJECT MAY BE PLACED WITHIN 5 FEET OF EITHER SIDE OF THE CORD,  
NOR WITHIN 10 FEET OF THE TELEPHONE



- DIAGRAMS A,B,AND C SHOW THREE POSSIBLE INSTALLATIONS.
- A. TO BE USED IF NOT A LARGE AMOUNT OF SPACE IS AVAILABLE.
  - B. TO BE USED IF A LARGE SPACE IS AVAILABLE
  - C. TO BE USED IF INDIVIDUAL BAYS OR ROOMS ARE USED.

DOTS SHOW THE FIELD OF CLARITY.

THE TELEPHONE IS INSTALLED SO THAT NO ONE CAN CALL OUT ON IT. NO DIAL TONE.  
NO NUMBER APPEARS ON THE PHONE.

ONLY THE ARTIST HAS THE NUMBER OF THE TELEPHONE.  
HE MAY CALL INTO THE MUSEUM DURING THE HOURS OF THE EXHIBITION AT RANDOM INTERVALS.

CONTINUED PAGE TWO

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PAGE TWO

PROJECT:

ART BY TELEPHONE  
CHICAGO: MUSEUM OF CONTEMPORARY ART  
MARCH 2 - 31, 1968

THE ARTIST WILL THEN TELEPHONE INTO THE EXHIBITION AND OVER THE PERIOD OF THE MONTH USE \$200 WORTH OF TELEPHONE TIME IN CONVERSING WITH WHICHEVER VISITORS RATE MAY HAVE PLACED NEAR THE TELEPHONE,  
*about any subject at all.*

NOTE: THE RATE SCHEDULE FOR CALLS FROM N.Y. TO CHICAGO ARE AS FOLLOWS

\$1.40 for first three minutes  
.35 for each additional minute

THE FOLLOWING SMALL SIGN SHOULD APPEAR ON THE FLOOR IN FRONT OF THE TELEPHONE:

---

IF THIS TELEPHONE RINGS, YOU MAY ANSWER IT.

WAJNER DE MARIA IS ON THE LINE AND WOULD LIKE TO TALK TO YOU.

---

THE TELEPHONE CONVERSATION WHICH THE MUSEUM COULD TAP FOR IT'S COMMEMORATIVE PHONOGRAPH RECORD WOULD BE THE CONVERSATION THE ARTIST WOULD HAVE WHEN TELEPHONING THE TELEPHONE COMPANY REQUESTING THE INSTALLATION OF THE TELEPHONE FOR THE EXHIBITION.

*Note: photo enclosed with sketch (telephone on short card)*

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PAGE TWO

PROJECT:

ART BY TELEPHONE  
CHICAGO: MUSEUM OF CONTEMPORARY ART  
MARCH 2 - 31, 1968

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## Museum of Contemporary Art

Jan van der Marck, Director

16 January 1968

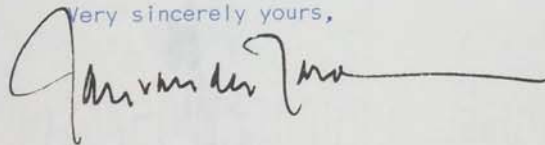
Mr. Walter De Maria  
27 Howard Street  
P. O. Box 258  
New York, N. Y. 10013

Dear Mr. De Maria:

Many thanks for your letter of January 8 regarding the exhibition "Art by Telephone" and the proposal you submitted. Much to my regret, the technical difficulties to bring this whole exhibition into focus are somewhat overwhelming, so we decided to postpone the show until later this year.

Please accept my apologies for the inconvenience I may have caused you. I will be in contact with you on this subject as soon as we solve our problems.

Very sincerely yours,



jvdm/rf

237 e. Ontario st., Chicago 60611, Wh 3-7755

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