

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

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TECHNICS AND CREATIVITY: SELECTIONS FROM GEMINI G.E.L.

Works Created Through the Collaboration of Art and Technology

"Much of the history of technology is the history of man's persistence in trying to make perfectly identical objects."

Riva Castleman, Technics and Creativity: Gemini G.E.L.

Eighty-four works from the Los Angeles workshop of Gemini G.E.L. (Graphics Editions Limited) will be on view at The Museum of Modern Art from May 5 through July 6, 1971. The exhibition includes three dimensional sculptures and wall pieces produced as multiples, as well as a comprehensive selection of the Gemini workshop's lithographs. Working with some of America's major artists, the printers and craftsmen of Gemini have produced the largest multiple (Claes Oldenburg), the largest hand-pulled lithograph (Robert Rauschenberg), new uses for computers (Josef Albers) and a special printing and molding device (Jasper Johns) - thereby using the resources of industry to meet the artists' creative demands. The exhibition is directed by Riva Castleman, Associate Curator of Prints and Illustrated Books for The Museum of Modern Art.

Among works shown for the first time are: the largest multiple ever produced, Claes Oldenburg's Ice Bag - Scale C, a programmed kinetic sculpture 12' in diameter rising to 10', constructed of blue nylon and fiberglass. Machinery inside the bag makes it swivel and rise; through its movement, changes in shapes and light reflections, it parodies and exalts the early machine. A film, Sort of a Commercial for an Ice Bag, a cinematic notebook directed by Michel Hugo of Oldenburg's sketches

Technics and Creativity: Gemini G.E.L. Target 1970, 10½ x 8½-inch multiple by Jasper Johns. Catalogue with a text by Riva Castleman. 108 pages; 364 illustrations (20 in color). \$7.95 through July 6, 1971, \$10 thereafter. Published and distributed by The Museum of Modern Art.

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and ideas for the piece will be shown in the gallery continuously for the duration of the show. Roy Lichtenstein's Modern Print, a 5-color lithograph and silkscreen, was created for The Museum of Modern Art. Robert Rauschenberg's Cardbird Door is a 3-D multiple assemblage of multiples, of plastic impregnated torn, unfolded and re-constructed cartons, over six feet high. Also shown for the first time is Ellsworth Kelly's Mirrored Concorde, a three dimensional object in chromed steel, and his Four Panels silkscreen; White Embossed On Gray, a 1-color line cut embossed graphic by Josef Albers; and Edward Kienholz' "improved" car door, Sawdy.

Other artists represented in the exhibition are : John Chamberlain, Ron Davis, Jasper Johns, Don Judd, Ken Price and Frank Stella. The show will include objects and prints by twelve artists in all.

The art of lithography has progressed immeasurably since the Bavarian Alois Senefelder developed the first press in 1798. The art itself has outgrown its very name, derived from the Greek words lithos (stone) and graphia (written). Gemini G.E.L., under the direction of Kenneth Tyler, has utilized the ball-grained aluminum plate which successfully simulates the effect of lithographic stone; hydraulically operated presses, which have been constructed in increasingly larger sizes to accomodate the expanding dimensions of contemporary art; a new system of registration to permit the precise printing of a wide range of inks; and a new instrument for working with lithographic ink to create a ball point effect. The workshop also developed, after persistent and painstaking research, rag papers in large sheets with consistent elegance, strength and sensitivity - and the sources to produce them.

Through the efforts of Gemini G.E.L., and other innovating graphics studios, industry is now involved in the arts as a collaborator, bringing with it the supportive technology long taken for granted in almost every sphere of modern life.

Additional information and photographs available from Joan Wallace, Coordinator of Press Services, and Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53rd St., New York, N.Y. 10019. Phone: (212) 956-7292, -7501.