

The Museum of Modern Art

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TECHNICS AND CREATIVITY: GEMINI G.E.L. Text by Riva Castleman. 108 pages; 364 illustrations (20 in color). Includes TARGET 1970, an 8 1/2 x 10 1/2-inch multiple by Jasper Johns. Both for \$7.95 through July 6, 1971, \$10 thereafter. Published and distributed by The Museum of Modern Art.

Technics and Creativity: Gemini G.E.L. will be published by The Museum of Modern Art on May 5, 1971, in conjunction with a major exhibition at the Museum. The unusual format of this publication combines in a white plastic case an extensive illustrated text and a specially commissioned multiple by Jasper Johns, Target 1970.

The text by Riva Castleman, Associate Curator of Prints and Illustrated Books at the Museum, describes the innovative collaboration between leading artists and the printers and craftsmen of the California workshop, Gemini G.E.L. (Graphics Editions Limited). Miss Castleman examines Gemini's use of modern technology to make multiple art in the context of the historical development of the technics of creative activity, and records some of its specific achievements such as the largest hand-pulled lithographs (Robert Rauschenberg), the largest multiple (Claes Oldenburg), new uses for computers (Josef Albers), and special printing and molding devices (Jasper Johns). The text is heavily illustrated with 364 photographs, of which 20 are in full color.

The multiple, which can be removed from the case, is a two-color offset lithograph with a collage of three wells of watercolor paint and a brush. The multiple invites the purchaser to collaborate with Jasper Johns in creating his own version of Target 1970.

Also included in this book are illustrations and descriptions of Gemini's complete production since 1966 when it began publishing, a selected bibliography and a checklist of the 84 selected works in the exhibition on view at The Museum of Modern Art from May 5 through July 6, 1971.

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. 53 St., New York, NY 10019. Phone (212) 956-7297, -7501.
