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PRINTED MATTER, INC.

Finally—ten years after artists' books (books as art works) were introduced as an accessible contemporary art form, PRINTED MATTER has formed an international network to offer the widest possible selection. Artists' books are iconoclastic, idiosyncratic, funny, beautiful, wild and weird. They're coming out of the woodwork of studios and gallery back rooms where they've been lurking all this time. Their low cost, flexibility, and endless variety along with an independent, frequently anti-institutional approach makes them the first visual art almost anyone can afford. They're cheaper than multiples and posters, and portable too. Your average artlover, tired of critical jargon and pale reproductions, can now own the real thing (as well as lend it and give it away—artists' books make great gifts). Whatever your taste in contemporary art—from pop to conceptual, formal to socially conscious, drawings to earthworks, from Europe to Chicago, Missouri to California—all areas, sensibilities, sexes and politics are represented in the PRINTED MATTER catalogue. Artists' books can be consciousness-raising, thought-provoking and lively reading as well as esthetic pleasures (and, if you're into that, they can be investments too). Finally—an art that potentially moves out instead of hanging in....

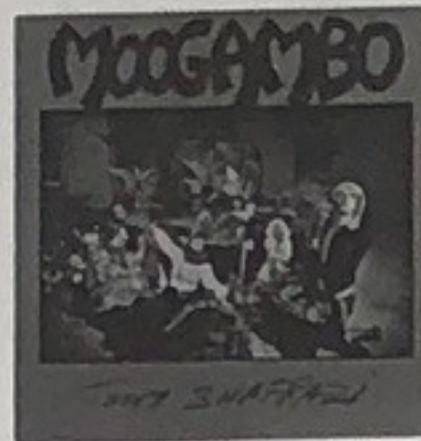
Printed Matter, Inc., is a group of nine artists and artworkers devoted to the publication, distribution and promotion of artists' books. We work out of our office/bookstore at the Fine Arts Building in New York City. Our focus is international and decentralized. The first ten books that we will publish were selected from over fifty submissions, and the artists come from six different states. If we make any profit, it will not be distributed to members of the group, but invested in publishing more artists' books and promoting those we distribute.

Carl Andre, EdIt deAk, Sol LeWitt, Lucy Lippard, Walter Robinson, Pat Steir, Irena von Zahn, Mimi Wheeler, Robin White

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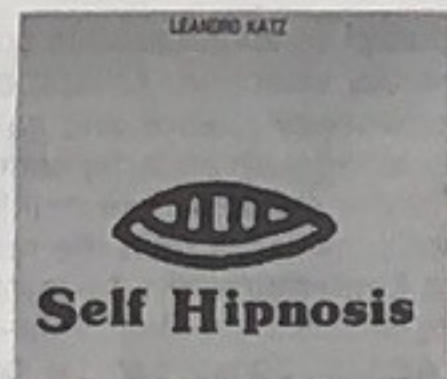


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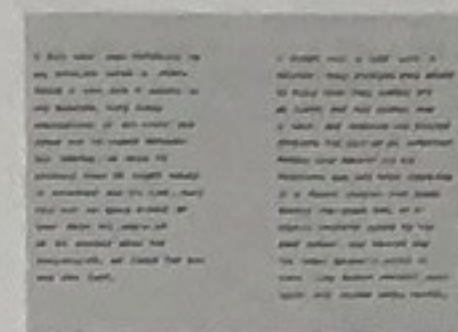
Larry Williams, Metamorfoses

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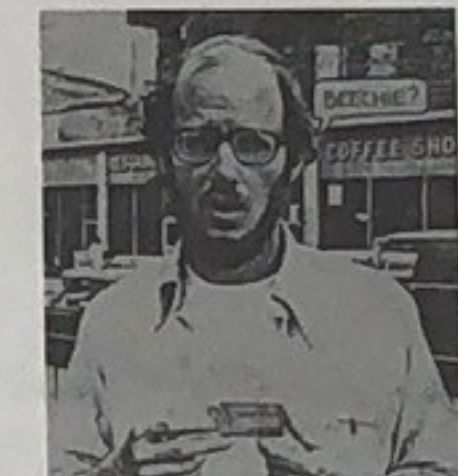


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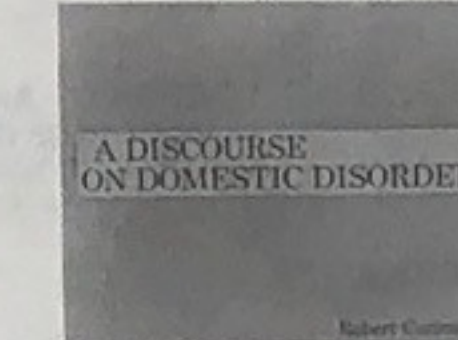


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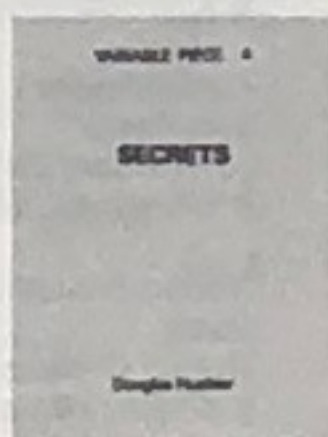
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