

## [ Language and Communication ]

Joseph Kosuth  
1945  
United States

Bruce Nauman  
born 1941  
United States

John Baldessari  
born 1931  
United States

William Wegman  
born 1943  
United States

Gilbert and George  
born 1942, 1943  
Britain

Barbara Kruger  
born 1945  
United States

Jenny Holzer  
born 1950  
United States

Kay Rosen  
born 1949  
United States

Paul and Marlene Kos  
born 1942, 1945  
United States

Steven Pippin  
born 1960  
Britian

Komar and Melamid  
born 1943, 1945  
Russia

Gillian Wearing  
born 1963  
Britain

Pipilotti Rist  
born 1962  
Switzerland

Ellen Harvey  
born 1967  
British

Janet Cardiff  
born 1957  
Canada

## [ Discussion Questions ]

1. Does art need to have a physical component, or can it consist of merely an idea?
2. Is art that involves text universal, or can it only be appreciated by those who can read it ?
3. Why would an artist appropriate (use) images from movies, television or advertising? What shortcuts do they provide?
4. How is video art different than performace art? Can the same ideas be used/ discussed?
5. If the confessions or participation of others part of the artwork, is it important or necessary for them to understand what they're getting into?

## **[ Sol Lewitt: Sentences on Conceptual Art (Artforum 1967) ]** excerpt

1. Conceptual artists are mystics rather than rationalists, they leap to conclusions that logic cannot reach.
2. Rational judgments repeat rational judgments.
3. Illogical judgments lead to new experience.
4. Formal art is essentially rational.
5. Irrational thoughts should be followed absolutely and logically.
6. If the artist changes his mind midway through the execution of the piece he compromises the result and repeats past results.
7. The artist's roll is secondary to the process he initiates, from idea to completion, his willfulness may only be ego.
8. When words such as painting and sculpture are used, they connote a whole tradition and apply a consequent acceptance of this tradition, thus placing limitations on the artist that would be reluctant to make their thoughts go beyond the limitations.

## **[Jenny Holzer: Truisms (1977-1979) ]** excerpt

a little knowledge can go a long way  
a man can't know what it is to be a mother  
a positive attitude means all the difference in the world  
a sense of timing is the mark of genius  
a single event can have infinitely many interpretations  
a strong sense of duty imprisons you  
abstraction is a type of decadence  
action causes more trouble than thought  
all things are delicately interconnected  
ambivalence can ruin your life  
anger or hate can be a useful motivating force  
any surplus is immoral  
artificial desires are despoiling the earth  
being alone with yourself is increasingly unpopular  
being judgmental is a sign of life  
believing in rebirth is the same as admitting defeat  
calm is more conducive to creativity than is anxiety  
children are the most cruel of all  
class action is a nice idea with no substance  
confusing yourself is a way to stay honest

a lot of professionals are crackpots  
a name means a lot just by itself  
a relaxed man is not necessarily a better man  
a sincere effort is all you can ask  
a solid home base builds a sense of self  
absolute submission can be a form of freedom  
abuse of power comes as no surprise  
alienation produces eccentrics or revolutionaries  
ambition is just as dangerous as complacency  
an elite is inevitable  
animalism is perfectly healthy  
anything is a legitimate area of investigation  
bad intentions can yield good results  
being happy is more important than anything else  
being sure of yourself means you're a fool  
boredom makes you do crazy things  
chasing the new is dangerous to society  
children are the hope of the future  
class structure is as artificial as plastic  
crime against property is relatively unimportant