

Date: Thu, 5 Dec 2013 10:34:36 -0500 [05/12/13 15:34:36 GMT]
From: David Senior
To: verina gfader
Cc: Shannon Michael Cane
Subject: Re: PROSPECTUS proposal for LA Art Book Fair

Sounds good. Looking forward to hearing from you. Best, David

On Thu, Dec 5, 2013 at 3:07 AM, verina gfader wrote:

David,

Brief follow-up. I will get back to you with more definite idea of our PROSPECTUS idea by Monday this coming week latest. All moving.
If you need anything else from us meanwhile, let me know. Looking forward to all.

Verina

Quoting David Senior:

thanks for the notes, verina. Happy to talk further about this. One of the great serendipities of my life was to fall into a class with Ivan Illich when I was in college. I wound up studying with him for a couple of years and I still love his work and spirit dearly. Anyway, I am happy to go forward with either A or B that you listed below. The dance video is really stunning and the talk sounds interesting. And, as of right now, the schedule is flexible – so we could fit this program in during the time you suggested on Friday of the fair. Usually, these programs last an hour, but since it would be early on the day on Friday, we could make it a longer event too. Please find the original invitation that I sent out to other colleagues about the classroom space and a call for proposals – so you get a feel for what it is.

best, david

Date: 02/12/13 (08:29:58 GMT)
From: VG
To: Shannon Michael Cane David Senior
Cc: Ruth Höflich John Reardon
PROSPECTUS proposal for LA Art Book Fair

Hi David, Shannon,

After discussing possibilities to present or launch PROSPECTUS at LAABF we would like to suggest the two following ideas/proposals. Please note, that for an actual event we would need to do this no later than Friday lunchtime, as Fritz can only be with us until early afternoon that day.

PROSPECTUS event proposals

Including PROSPECTUS editing and production team John Reardon, Verina Gfader, Ruth Höflich, and contributor Fritz Haeg.

For **CLASSROOM** at the LAABF and/or for the section **FRIENDLY FIRE**

A.

_Work with SM for a contribution to PROSPECT-US (basically, a contribution for a post-PROSPECTUS), read out at the art book fair, printed as a 'poster-type' and specially distributed at the fair. This could be extended to include 2 or 3 other people so we have a small selection of poster-types to be disseminated.
Ref. essay 'Know-how and No-How: stopgap notes on "method" in visual art as knowledge production.'

_Flag produced by Ruth Höflich for LAABF. The flag can double as a table cloth if there is a sit-down type scenario or if there were some vegetables being sold (see below) – it would lead on from Ruth's contribution but also proposes the idea of a portable location/transferable territory/identity.

This flag could insert itself quite easily, it doesn't have to be a huge and super prominent thing ... quite the opposite it could be quite delicate, maybe a silkscreen on fabric.

_Sell vegetables in collaboration with Fritz Haeg (Ref. Edible Estates).

Sell PROSPECTUS.

B.

_Performative presentation in front of screen: William Forsythe's Solo (www.youtube.com/watch?v=hDTu7jF_EwY) running in the background, and initiating a PROSPECTUS presentation in the foreground. We think the movie would add a peculiar 'moment' or 'materiality' to the fair, especially also regarding the wider context there, class room, etc. (it also subtly refers to AA Bronson's contribution "Manipulating the Self" in our book).

_Flag produced by Ruth Höflisch for LAABF ...

_Sell vegetables in collaboration with Fritz Haeg.

Sell PROSPECTUS.

It would be great if you like us to work on/elaborate one of these ideas for LAABF, what do you think? We are happy to modify but would very much like to continue our focus on something 'concrete' – meaning to have something tactile circulating, etc.

David, not sure if you saw the actual book PROSPECTUS, but attached here for reference PROSPECTUS press release and book PDF.

Looking forward to hearing from you soon.

Verina

Date: Sat, Nov 23, 2013 at 11:11 AM

From: David Senior

Cc: Shannon Michael Cane

Subject: L L L A A A

Hello colleagues!

Happy Saturday. I am helping Printed Matter with the programming for the LA Art Book Fair, 31 January – 2 February 2014. It's an exciting prospect and I beginning to commence to start. I've done a program of events at the New York Art Book Fair for the past 5 years and it's a pretty casual affair. We call it the Classroom, but that's kind of a joke. Like when an oversized guy has the nickname Tiny. For LA, I'm going to stick with a similar format. One to two hour time slots for each session, running regularly over the course of the fair. Here's the link nyartbookfair.com/events#TheClassroom to the Classroom schedule this past fall in NYC to get a sense of how it works.

Given the context of the art book fair, the space is most often used to highlight a new publication with a talks, conversations, slide shows, or readings – or to perform in some way a project that is related to a book. But other than that, things are pretty loose, especially since I'll be an east coaster trying to evince mellow west coast vibes - the zeal of a convert, right? We will totally have a/v stuff available. A projector, mic, PA. I am told the room is not big, but not small. Maybe enough to fit 40 people. Since the schedule is usually pretty hectic – simple plans work best in regards to set-up, a/v expectations, and such.

SO, send me ideas if you have some. If you have any questions, drop me a line. We can talk about it! Also, even if this isn't for you or you are not involved directly, I would love to receive suggestions of SoCal peoples I may not have included here, but you think would be great to include – from book world, art world, or other entertainment industry.

thanks and talk soon,
David Senior