



PROFILE: other books and so

Into its third year, this space in the center of Amsterdam is a bit of a salon for bookmakers who are artists, a bit of a gallery, and a great collection of artists' books for sale. Now having moved into a new and larger space which houses well over a thousand items—art and language, artists' books, artists' objects, postcards, as well as a gallery space where the opening exhibit was one of ephemeral announcements of Allan Kaprow's happenings as well as the glorious graphic books of Tom Ockerse of the Rhode Island School of Art—Other Books and So is guided by Ulises Carrión and Aart van Bartevelde. From noon on, you can stop for a cup of tea and delight in the wonders of artists from all parts of the globe.

And what a glorious shop it is—housing linguistic multiples, artists' books and all those things in-between that most booksellers wouldn't touch with a long pole. That second generation of bookmakers has the opportunity to come above ground for distribution. The myriads of books and objects are a delight to the eye as well as to the mind, some lovingly hand produced and more and more of them multiples in open editions, using all means of production such as Xerox, color Xerox, and offset.

You will hear in *Umbrella* about this phenomenon of artist who now uses the book as his or her medium, creating an explosion of these books without the proper means of distribution, except in rare cases like Other Books and So. Ulises can talk books for hours, sharing with you the events of the week, month or year. Other Books and So has started organizing exhibits of these books for various museums in Holland. Recently, they even organized a show in Poland. There is a continuous exhibition in the gallery space of special artists' books, usually two artists a month, but sometimes there are shows of Stamp Art, Postcard Art with requests for entries from around the world.

Ulises and Aart have been very instrumental in setting up the Stempelplaats Gallery in Amsterdam—the Rubber Stamp Museum—under the auspices of Posthuma, a rubber stamp factory of long standing in Holland. They are also launching a magazine of mail art and ephemera as announced under "New Periodicals" in this issue of *Umbrella*.

Ulises is a poet and artist from Mexico, who liked Amsterdam and stayed. Aart is a native Dutchman. Together they make Other Books and So an important call in Amsterdam from noon to six, Tuesday to Saturday. But if you can't go, at least write for the latest catalog and see what a treasure trove it is. Address is Other Books and So, Herengracht 259, Amsterdam, Netherlands. Tel. 020 257041. And say hello for me.

—jah



AN EDITORIAL

This is the first issue of UMBRELLA, which is a new vehicle for art news, reviews and resource information. We know that we cannot be comprehensive, but we are trying to give you as much news as possible in a clear, concise format.

We feel that we are presenting you with an information resource that appeals to art historians, artists, librarians, and anyone else who is interested in what is happening in this most explosive period of art development.

We also offer a means of inter-communication with our column called INFO EXCHANGE, which we are offering to you as a service. Please take advantage of this column.

If you have friends, we hope you will tell them about UMBRELLA. There is a subscription form at the end of this issue, and we hope you will avail yourselves of it. Also, if you have any news to share, please send it along.

—jah