

PROFILE: la mamelle inc., san francisco

La Mamelle Inc., an artists' space that began in 1974/75, maintains a primary organizational concern of art publishing defined in the broadest terms. "Art publishing as the making public of art information" has been the central idea underlying La Mamelle's programming. La Mamelle produces publications in a variety of formats: magazine, video, audio, microfiche, and rubber stamp. La Mamelle also actively supports gallery exhibitions, performance, video, music, dance, symposiums, and other idea-oriented situations. A major thrust of activity has been toward Art Video, with regularly scheduled cable television programming established since 1976, and with a developing archive of artists' video derived from in-house productions and donated works. An upcoming series for Fall 1979 entitled, *Produced for Television*, will combine performance and video, making "new performance in a live broadcast situation." In the four-part series, Chip Lord, Barbara Smith, Chris Burden, and Terry Fox will present performance works live before a color, airwave television viewing audience. La Mamelle's broad definition of art publishing, incorporates the use of television broadcasting as a primary means for disseminating art information to the public. Major efforts for creating television access for contemporary art have been made by La Mamelle Inc.; future broadcasts involving a variety of new art situations are in development.

La Mamelle Inc. maintains a unique organizational mode of Presentation/Production. Presentation of contemporary art works are frequently combined with a documenting publication, both elements functioning as an equally important and integrated aspect of programming activity. Late in 1979, the San Francisco Museum of Modern Art will exhibit a "retrospective" of La Mamelle Inc. publications.

PUBLICATIONS

The communicative responsibility of contemporary art is an important element of La Mamelle activity. La Mamelle Inc. has produced contemporary art publications from 1975 to the present, publishing in a variety of formats. Appearing first, *La Mamelle Magazine: Art Contemporary* is a periodical produced by artists for artists offering coverage of video, performance, and idea-oriented works. The magazine functions not only as an artists' chronicle, but also as primary art, i.e., "publication as exhibition space." In a recent issue produced while in residency at A-Space, Toronto (*A Literal Exchange*), the magazine *Art Contemporary* was published in an unusual format. Each page of the issue was printed in signature format, so that if the issue were disassembled, separate pages could be re-folded to form individual artists' books.

Videozine and *Audiozine* are electronic format magazines produced by artists. New art works are published electronically, so that participating artists occupy a specified amount of "electronic pages" in actual program-time. To date, La Mamelle has published 8 audiozines and 6 videozines. The current *Videozine 6* is a sampler of new video performance in a broadcast situation.

Imagezine is a periodical in a rubber stamp format. Four issues have been published to date. "If publishing is the making public of information, then affixing an *Imagezine* imprint upon a surface is an act of art publishing." Image-



T. R. Uthco Performance, 1976 photo: Diane Hall

zines are popular, with imprints recurrently turning up on circulating mail of the correspondence network.

Micro-publishing is a necessary stage of information storage which has already proved to be instrumental with today's circulation demands and diminishing resources. La Mamelle has re-issued complete volumes of *Art Contemporary* and other La Mamelle publications on archival quality microfiche. Preparations are in planning for additional re-issuing of important contemporary, new art literature. Micro-publishing provides a consistent means of documenting ephemeral art publications in a format suitable for library application. Often, La Mamelle fiche re-issues will be the only remaining example of this original activity in circulation. The emergence of La Mamelle Inc. into micro-publishing is of eminent significance for the provision of an ongoing information pool.

An adjunct to present publishing activity is a book series, *Contemporary Documents*. The first title scheduled to appear Fall 1979 is *Performance Anthology: Source Book for a Decade of California Performance Art*. Two years in the making, the anthology contains original essays by Judith Barry, Linda Burnham, Carl Loeffler, and Moira Roth, as well as an extensive annotated, illustrated, excerpted chronology of important literature including major books, essays, reviews, artists' books, electronic and marginal works produced in the 1970's. The anthology features over 200 photographs, and chronicles one of the most impactful periods of contemporary art. Other titles in preparation for the *Contemporary Documents* series focus on the subject areas of art video, post-pictorial photography, and new art theory.

VIDEO AND PERFORMANCE

A major emphasis of La Mamelle programming has been in video and performance art. Several hundred events have been sponsored to date. Main activity has been in the broadcasting or cablecasting of live performance works, documentation of gallery presentations and other independent works. La Mamelle cablecasting was inaugurated by Willoughby Sharp in 1976. An ongoing program of weekly cablecasts of art video

or live performance programs was scheduled until 1979. Presently, video and live performance programs are involved with live, color airwave television. Four live broadcasts of performance art are scheduled this fall. Future projects call for increased access to television. During 1979, La Mamelle Inc. is also sponsoring in its gallery a series of video exhibitions, organized by Nancy Frank. Invited participants present a videotape as well as an exhibition of works, e.g., drawings, photographs, text, video stills, etc. that document the process related to making the art video work. A primary interest for La Mamelle is to expand the definitions and use of electronic communication systems for idea-oriented, new art activity, and to raise the visibility of art video in a horizontal direction in order to reach a broad spectrum of the television-viewing cultural sphere.

ARCHIVES

La Mamelle Inc. maintains archives for artists' publications and art video. The publication archive contains artists' periodicals and artists' books. The art video archive includes La Mamelle video productions and important independent works. The archives contain extensive materials from both international and American sources. The video archive has rapidly expanded with the continuous addition of works by independent artists. The archival collection is non-circulating, being used frequently by artists, educators, critics, and curators. La Mamelle Inc. video viewing facilities are open to all interested persons upon appointment. Additional copies of art videotapes produced by La Mamelle Inc. are available for circulation.

THE FUTURE

La Mamelle Inc. is bracing itself for a whirlwind future of art information dissemination. "Information is our most important product and the future for information is as big as our growing dependency upon it." La Mamelle programming is based upon the premise that the future will bring many forms of information presentation, mostly electronic. But of primary importance will be the application and development of information in a participatory situation. The public will have independent on-line access to vast resources. Participation will be in the form of freely adding data to the information pool, or extracting it to formulate individual meanings. The form of meaning will take on undefined dimensions determined only by individual use and perception. A sense of an "official culture" will altogether disappear. In this zone of plastic information, the communicative responsibility of art is apparent.

La Mamelle Inc. is directed by Carl E. Loeffler and Nancy Frank. For additional information, please write to La Mamelle Inc., P.O. Box 3123, San Francisco, CA 94119. Also available free of charge: a Publisher's Catalog of La Mamelle products, a promotional poster for Produced for Television live broadcast series, a display poster with order information for Performance Anthology, the first title in the series, Contemporary Documents.

-Darlene Tong

INFO EXCHANGE

Bruno Talpo, Via Longo 9, 24100 Bergamo, Italy writes:

I am really interested in establishing contacts for contributions into graphic, mail-art, experimental and visual works.

■ The Fashion Institute of Technology, under a grant from the State University of New York Committee on University Faculty Programs/Conversations in the Disciplines, will sponsor a symposium on "Art of the 1970's" to be held in New York on 28 and 29 March 1980.

The symposium will feature principal speakers, panels, and papers. Proposals for papers should be submitted as one-page abstracts by 30 November 1979 to the symposium's director, Professor Richard Martin, Suite B634, Fashion Institute of Technology, 227 West 27th Street, New York, NY 10001.

The Fashion Institute of Technology is a specialized college under the program of the State University of New York, authorized to grant master's degrees as well as undergraduate degrees.

■ A renowned pigeon/photographer lived and worked in Germany around 1908. Recently her writings on all aspects of photography were discovered with her negatives and personal papers. As a consequence, a retrospective exhibition is in preparation and will be held at the fly-by-night gallery sometime in 1980. Collectors, photographers, curators, and mail artists are encouraged to send any relevant photographs and writings to Eye of the Pigeon, c/o Luna/Sea Press, 831 42nd Street, Sacramento, CA 95819. A catalogue will be mailed to contributors to the exhibition.

INTER-DADA 80 UPDATE

Response to the Inter-Dada 80 Festival scheduled for next May in Ukiah, California has been so great that the staff has been increased to handle all the mail.

An International Dada Dance Contest will be held, with prizes to be awarded. Kurt Schwitters' play, *Collision*, will be performed, as will Ionesco's *The Bald Soprano* in multi-media fashion by Stephen Caravello and the Ukiah Players.

A special magazine issue and video documentation of the Festival will be offered by La Mamelle Inc. La Mamelle will also be displaying videocasts of previous artistic ventures. Added to the interest generated from artists all over the world, formal invitations have been sent to Ray Johnson and Cavellini.

A limited edition Cavellini/Inter-Dada 80 T-shirt has been offered through the MAED offices, 546 N. State St., Ukiah, CA 95482, available for \$9.00 in sizes XL, L, M, S and XS in regular or tank top.

All artists who are interested in performing or having a booth in the festival, to be held 1 - 4 May 1980, should send a typed proposal to Inter-Dada 80, Suite 3, 546 N. State Street, Ukiah, CA 95482.

INTER - DADA 80