

## **"The Artist's Book" to open at Mandeville Gallery**

**April 1, 1977**

"The Artist's Book," an exhibition of art creations and projects presented in limited-edition book form, will be held April 18-May 15 in the Mandeville Art Gallery at the University of California, San Diego.

The exhibition is free and open to the public.

Artists' books have been described by Artweek magazine as "personal, portable book-form exhibitions." Artists began to turn to publishing books in the early 1960s in an effort to avoid the commercial and elitist aspects of the art world. Because of the low cost and flexibility of format they are perhaps the first visual art almost anyone can afford.

While often small in size and simple in reproduction technique, art books place no restrictions on subject matter. Artweek found them to contain "fantastic tales, banal incident, humor, social comment and narcissism." Filled with photos, word games, reproductions of paintings and sculpture and almost anything else that can be published, these books allow the artist to reach a wide public with his or her message.

John Baldessari, a contributor to the "Artist's Book" exhibition, spoke for many artists when he wrote: "I enjoy giving books I have made to others. Art seems pure for a moment and disconnected from money. And, since a lot of people can own a book, nobody owns it."

The exhibition is curated by Mandeville Art Gallery Director Gerry McAllister, assisted by Linda Rosengarten. The Gallery hours are noon to 5 p.m. Sunday through Friday.

For information call: 452-3120 Barbara Ann Firger or Barry Alfonso or Mandeville Gallery 452-2864

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