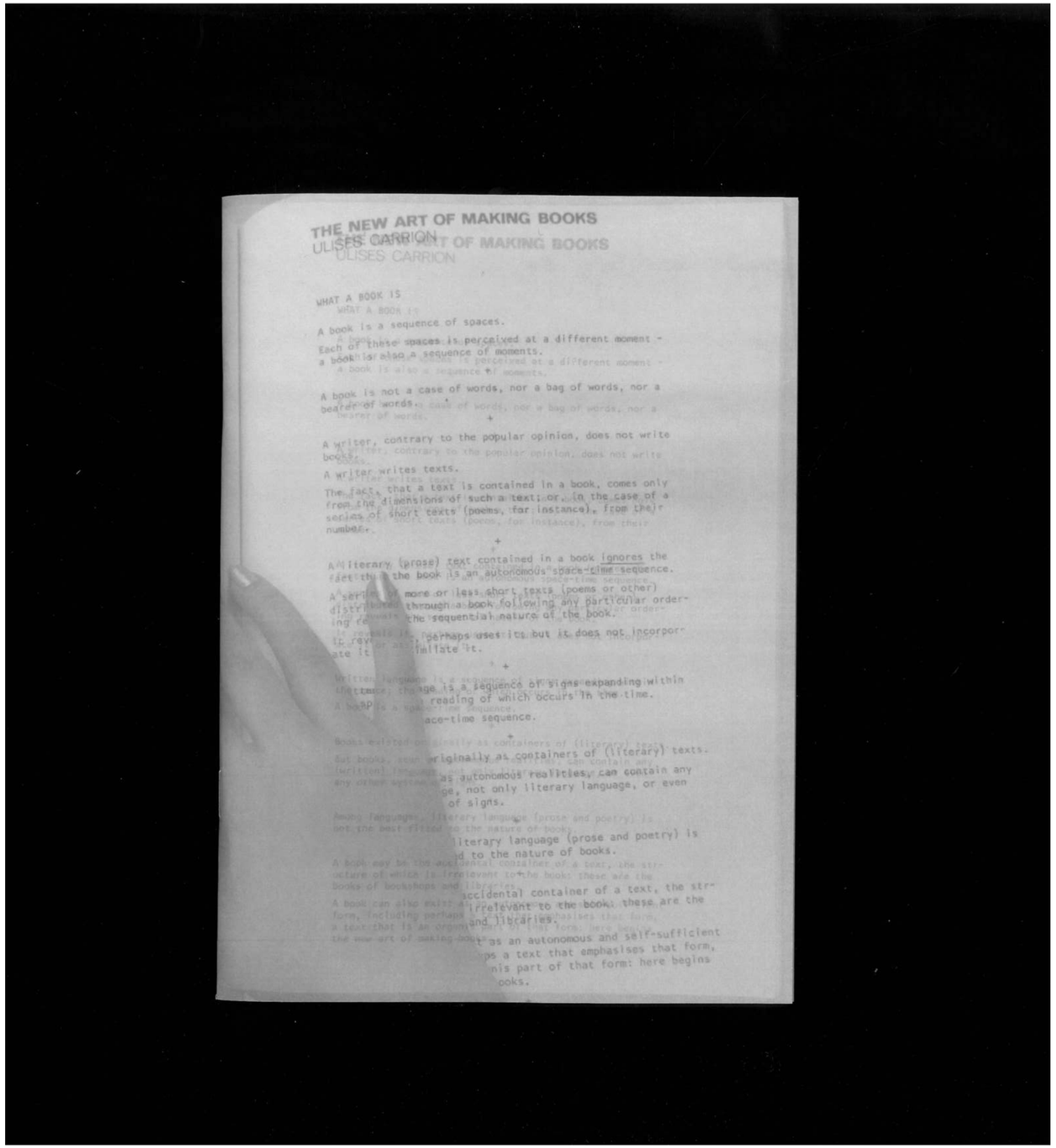
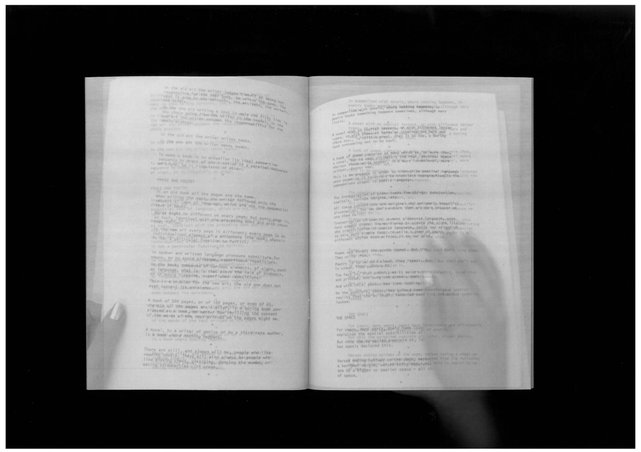
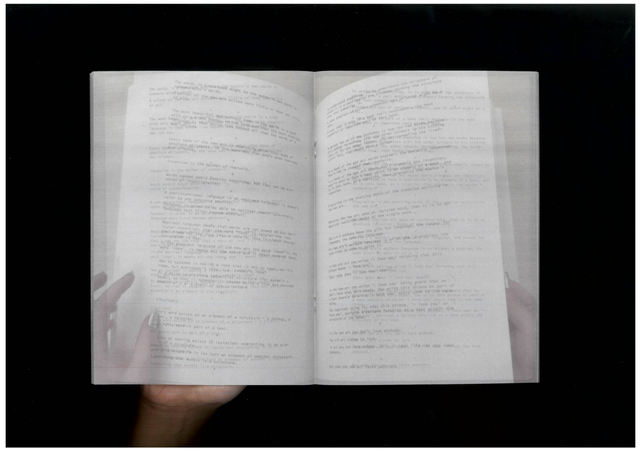
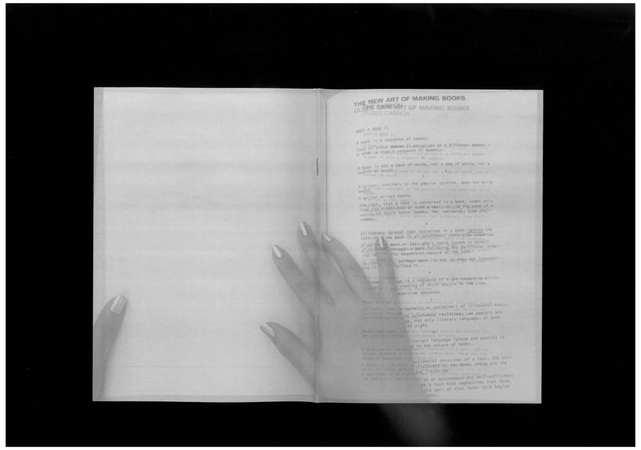
Experiment 1

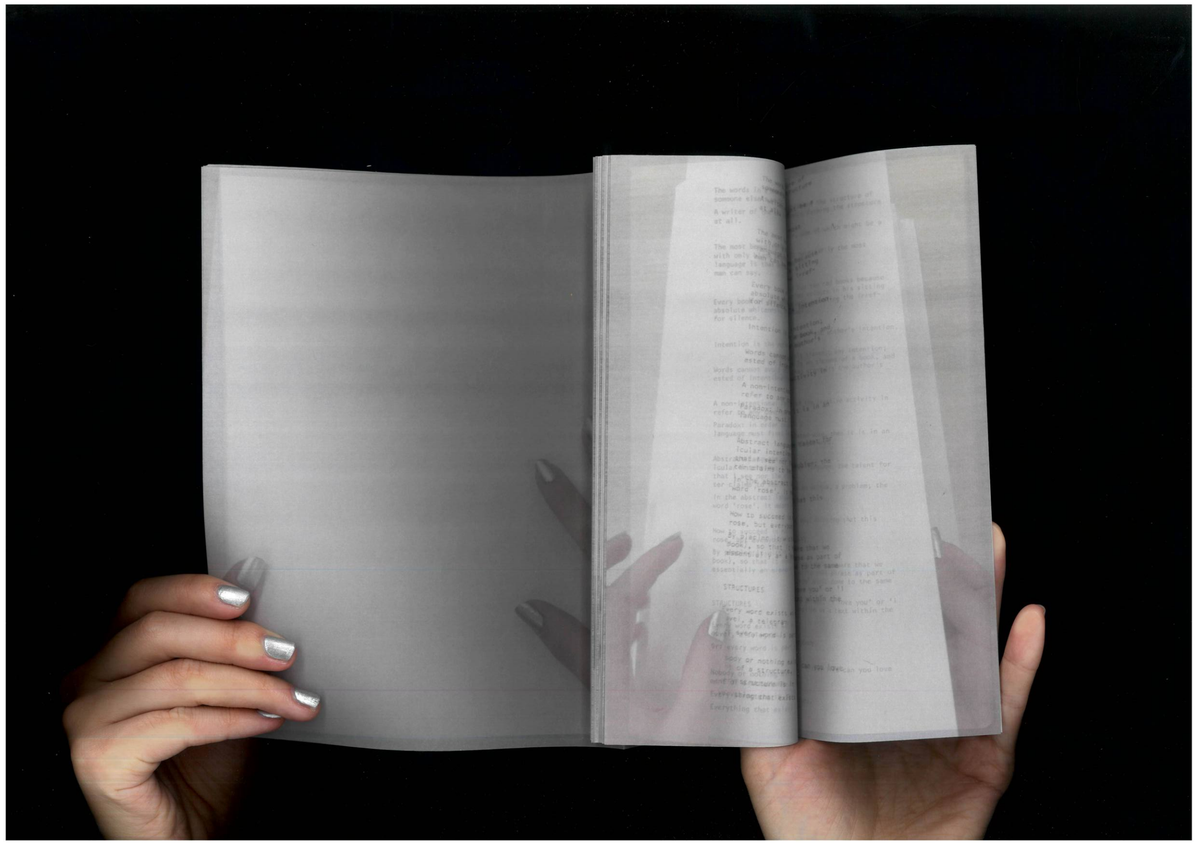


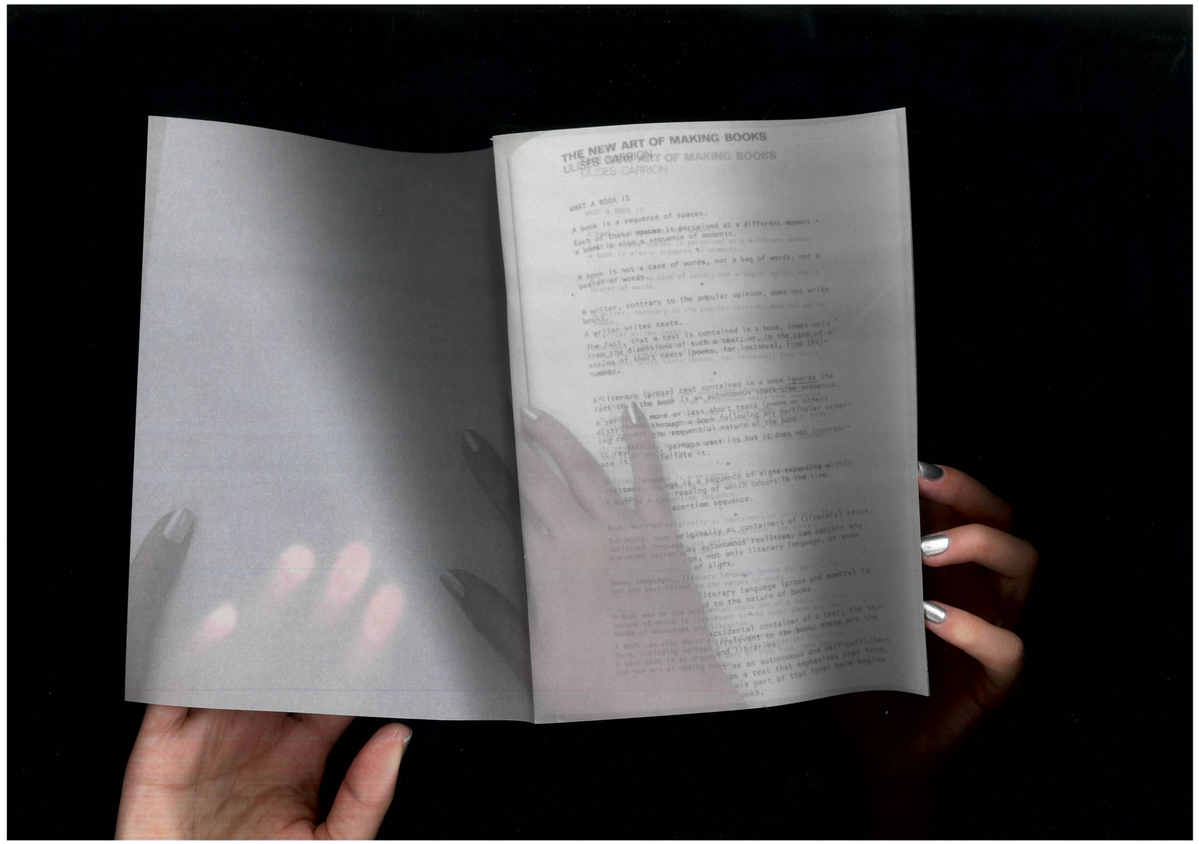




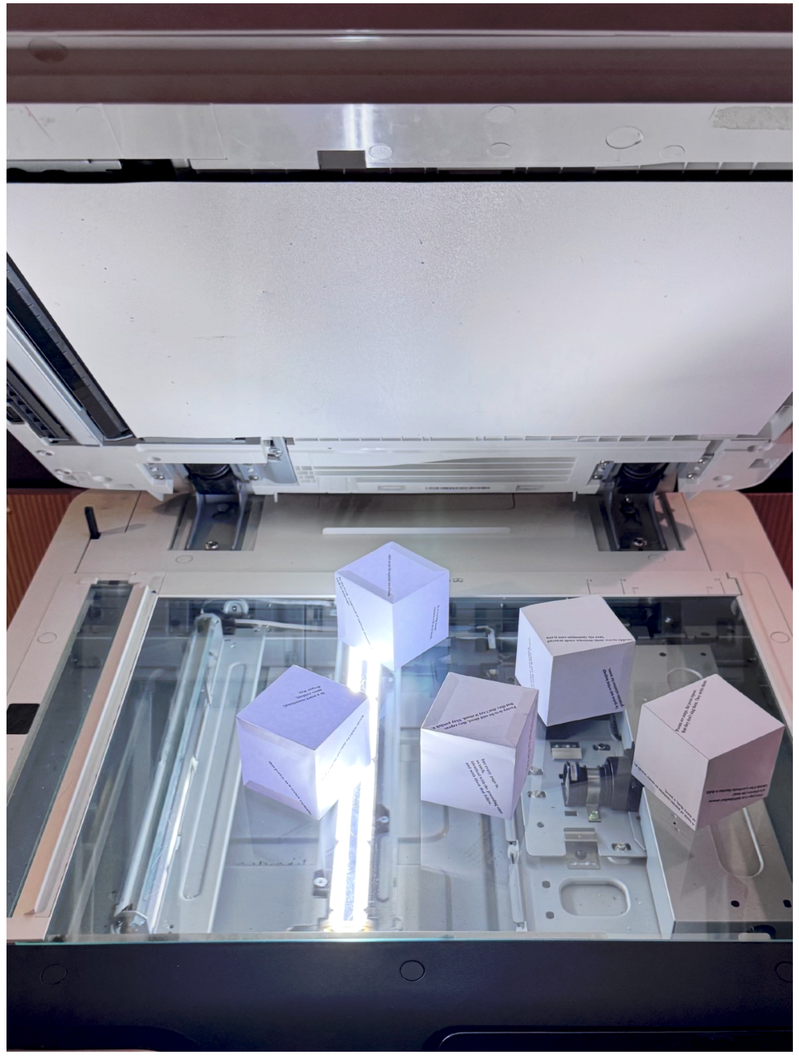


Experiment 2

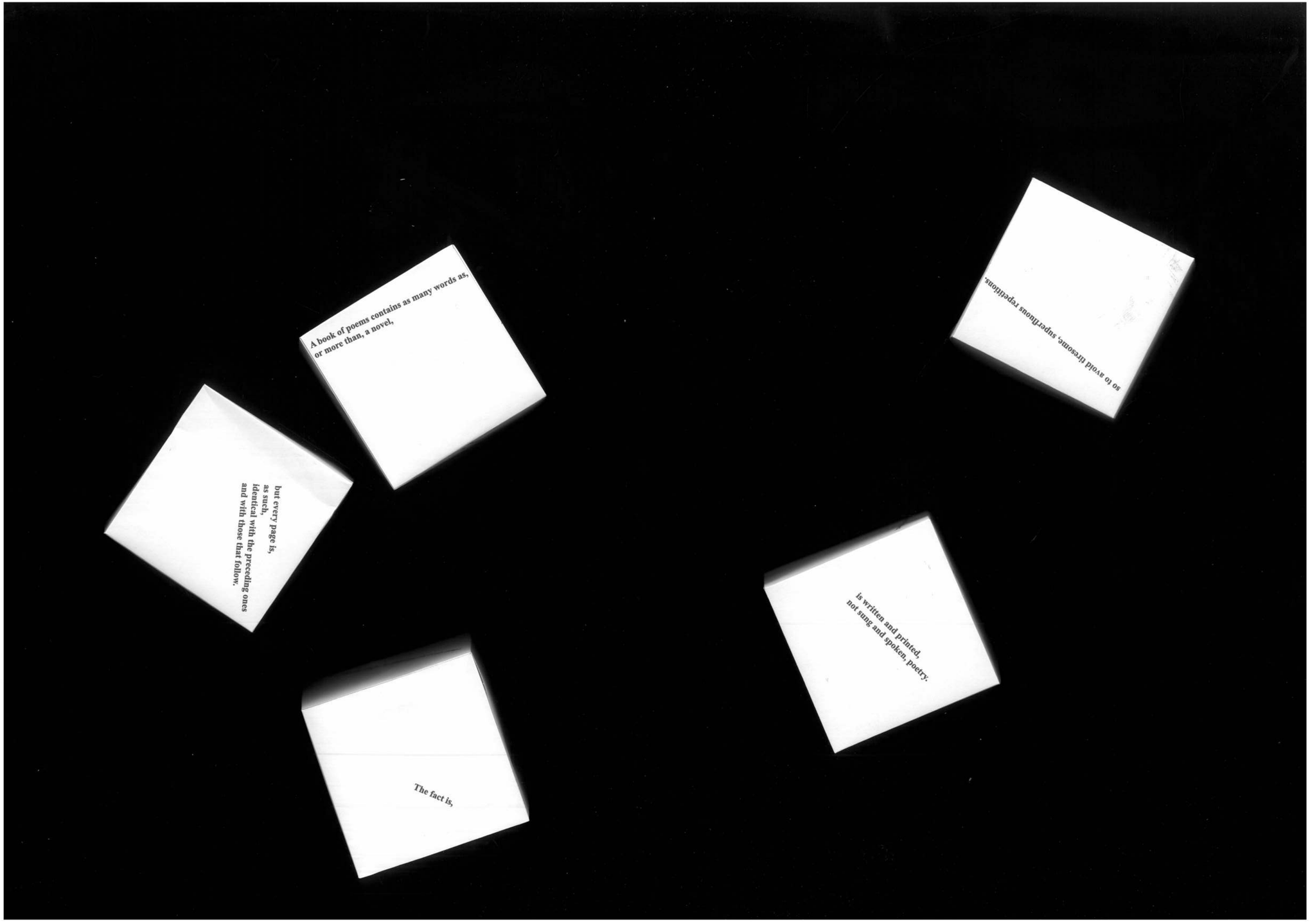




Experiment 3






A book of poems contains as many words as,
or more than, a novel,
but every page is,
as such,
identical with the preceding ones
and with those that follow.
The fact is,
is written and printed,
not sung and spoken, poetry.
so to avoid tiresome, superfluous repetitions.

The fact is,

so to avoid tiresome, superfluous repetitions.

This is a problem for the new art;
the old one does not even suspect its existence.

what is it that plays the role of pronouns,
so to avoid tiresome, superfluous repetitions?

In spoken and written language
pronouns substitute for nouns,

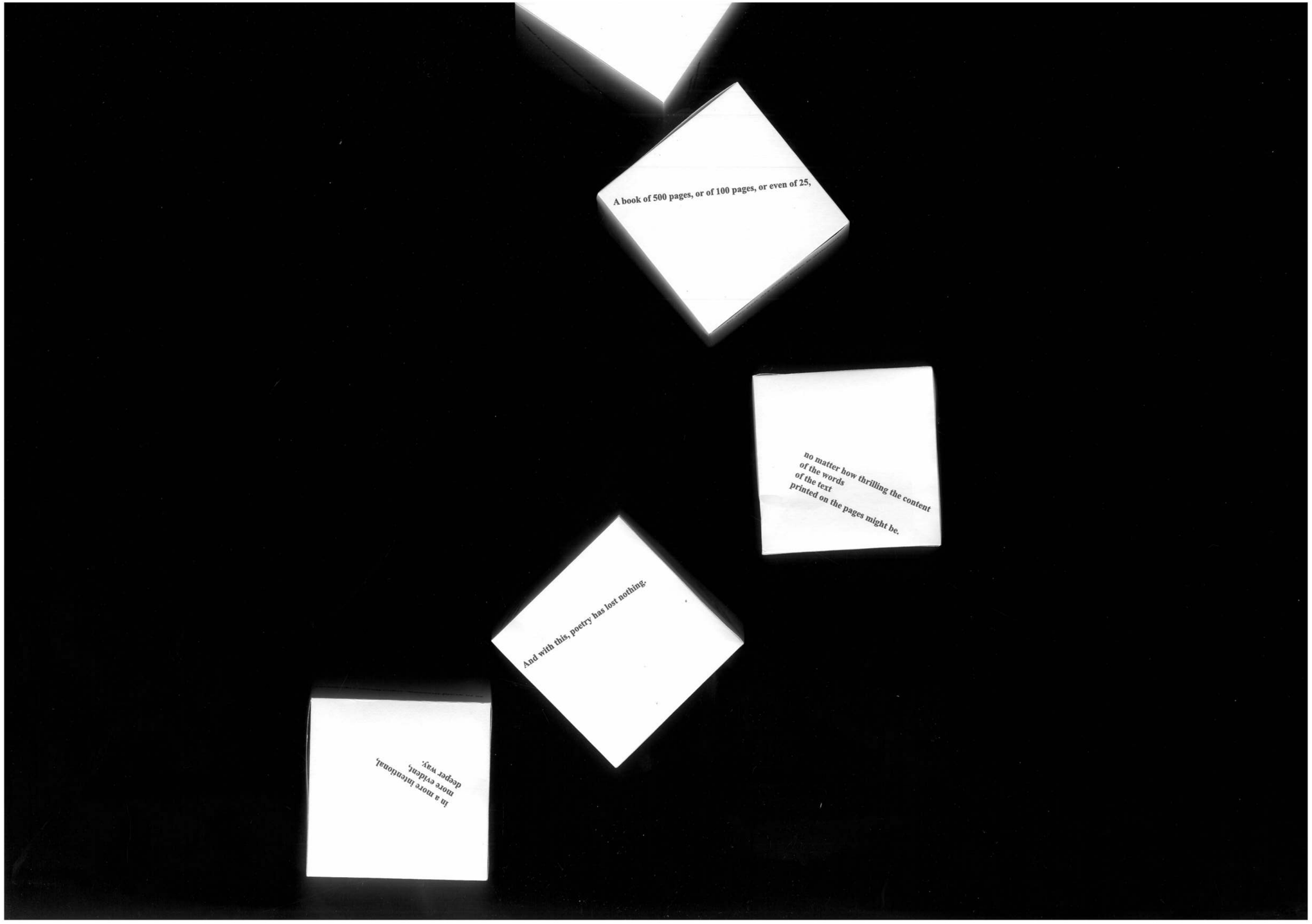
no matter how thrilling the content
of the words
of the text
printed on the pages might be.

And with this, poetry has lost nothing.

is a boring book
considered as a book,

A book of 500 pages, or of 100 pages, or even of 25,

In a more intentional,
more evident,
deeper way:


A book of 500 pages, or of 100 pages, or even of 25,
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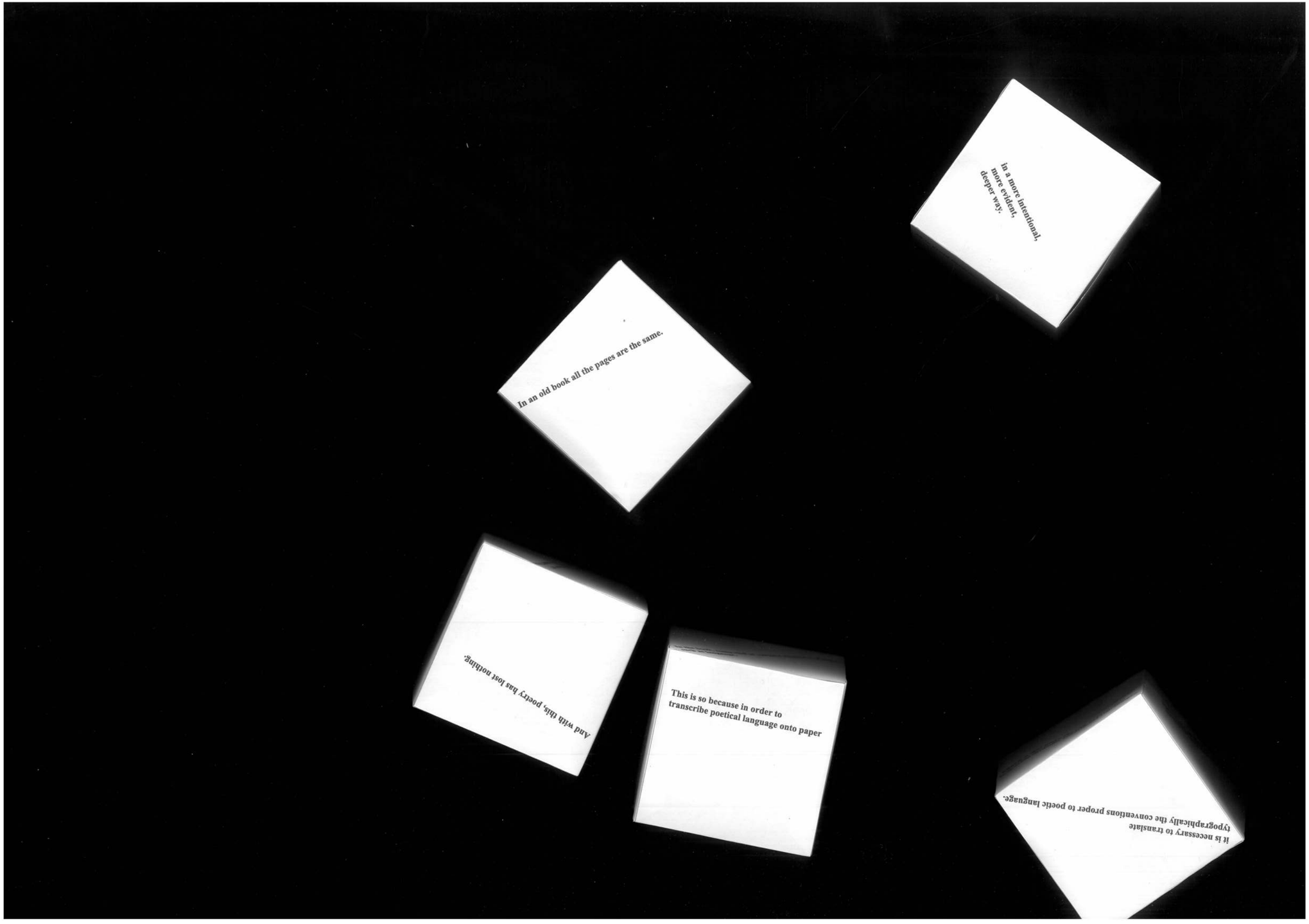
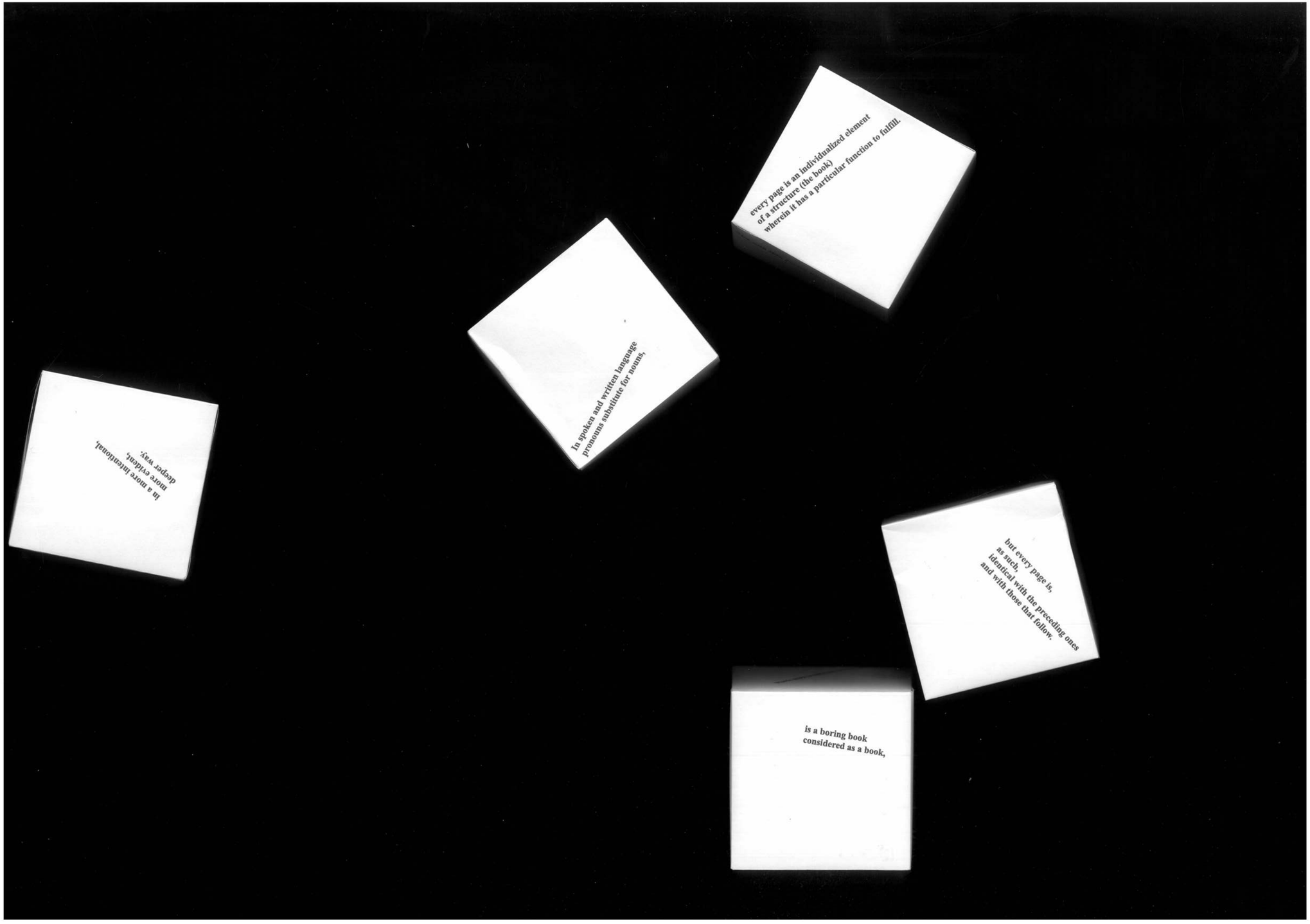

in a more intentional,
more evident,
deeper way.
In an old book all the pages are the same.
And with this, poetry has lost nothing.
This is so because in order to
transcribe poetical language onto paper
it is necessary to translate
typographically the conventions proper to poetic language.


every page is an individualized element
of a structure (the book)
wherein it has a particular function to fulfill.
In spoken and written language
pronouns substitute for nouns,
in a more intentional,
more evident,
deeper way;
but every page is,
as such,
identical with the preceding ones
and with those that follow.
is a boring book
considered as a book,

every page is an individualized element
of a structure (the book)
wherein it has a particular function to fulfill.

In an old book all the pages are the same.

In a more intentional,
more evident,
deeper way.

but every page is,
as such,
identical with the preceding ones
and with those that follow.

The fact is,

is a boring book
considered as a book,

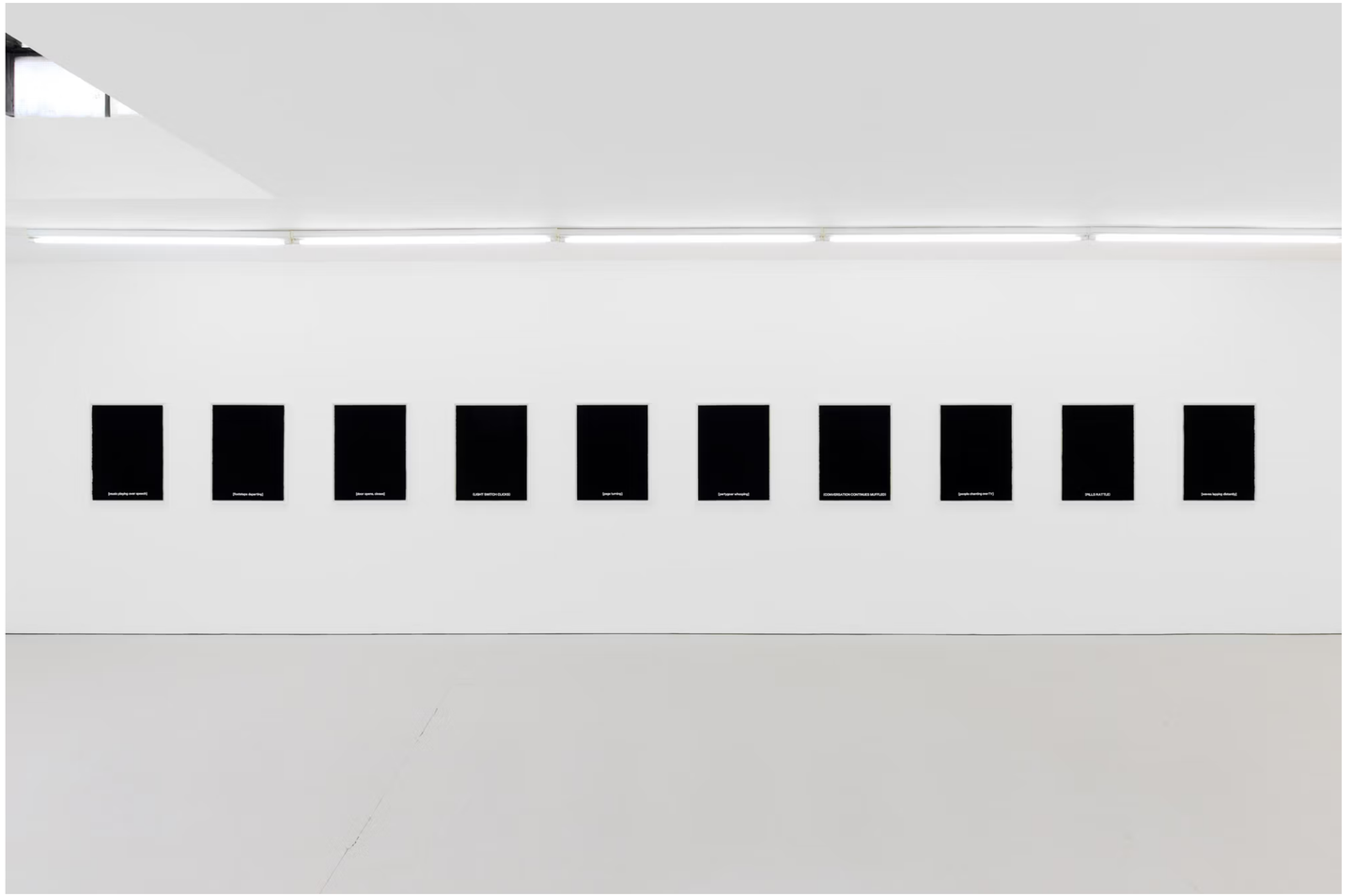
so to avoid tiresome, superfluous repetitions.

every page is an individualized element
of a structure (the books)
wherein it has a particular function to fulfill.

no matter how thrilling the content
of the words
of the text
printed on the pages might be.

In the new art every page is different;

Reference 1





Closed Captions, Gardar Eide Einarsson

The *Closed Caption* paintings use text taken from closed captioning in film and television, including descriptions of gestures, sounds, background noise, and musical cues. These fragments, originally intended to translate audio information into written form, are removed from their narrative contexts and presented on monochromatic fields. Without accompanying imagery or sound, the captions function as eerie independent visual elements, highlighting the messaging produced when conventional audio-visual cues are absent.

Reference 2

Try Not to Hear This

Work / D&AD Awards archive /



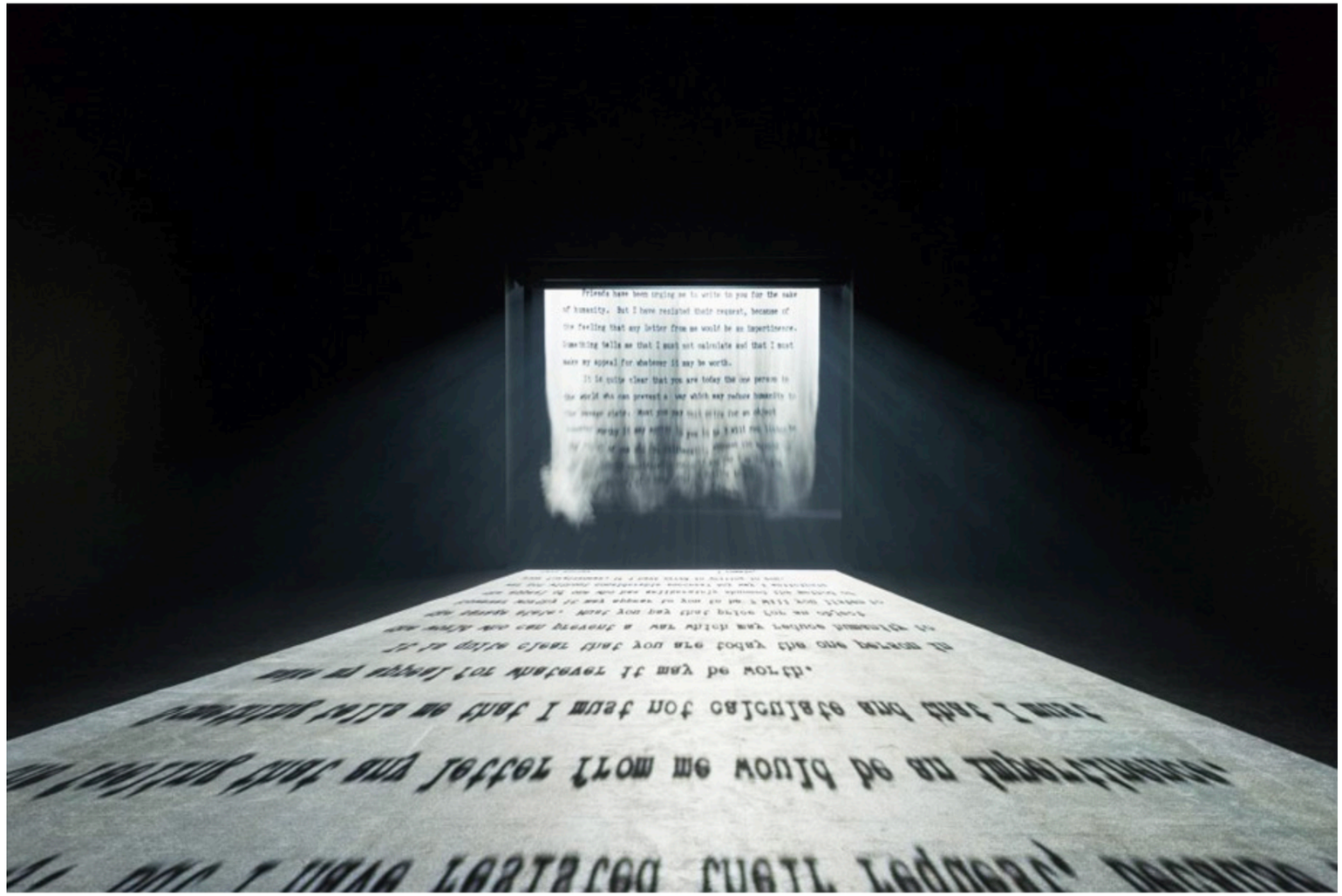
Try Not to Hear This

How could a 126-year-old brand remind people that it's still iconic? By showing them that they only need their memories to enjoy a refreshing Coke. DAVID Miami launched the first audible visual campaign ever – a series of macro photographs of iconic Coca-Cola rituals (eg the uncapping of the bottle) that challenge the viewer to play the sound in their head. People inevitably produce the sound in their brain, thanks to years of Coca-Cola sensorial memory that helps associate the image with the sound.

D&AD pencils

https://www.youtube.com/watch?v=EX2zmwTQgAs

Reference 3



‘Dear Friend,’ the letter begins. ‘Friends have been urging me to write to you for the sake of humanity.’ In a vast, darkened room on the ground floor of the John Hansard Gallery, these words scroll upwards, projected onto a sheet of fog which descends in streams from the top of an archway and evaporates continually before reaching the floor. The backlit projection shines partially through the translucent mist so that the words also appear to move outwards into the room along the ground. Viewers can walk under the arch so that they pass through the curtain of vapour and the disappearing words. As the lines proceed, it is revealed that this is a last-minute appeal against imminent war, written on July 23rd, 1939, by Mahatma Gandhi to one Herr Hitler.

Reference 4

MoMA

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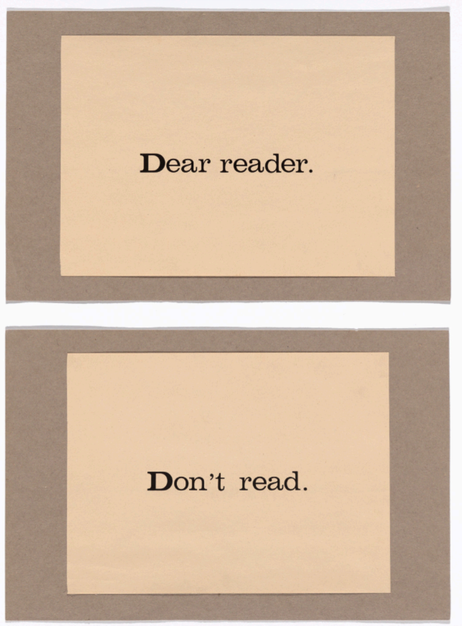

1 of 3

Ulises Carrión
Dear Reader, Don't Read
1973