

Concepts & Studies

This early work is an exercise with an old-fashioned letter-press machine, still used by a printer in a small Mexican town to produce flyers and invitations. Printed in an edition of 100, the sheets and envelope bear the clear marks of the heavy mechanism that produced them, but the content of the piece is a series of ideas for works or exhibitions that may never be physically manifest. This work is from a series that revisit, and perhaps *reenact* some of strategies of early conceptualism.

Terence Gower, 1994

Five letter-press prints on bond paper in letter-press-printed manila envelope

Prints: 21.6 x 14 cm. Envelope: 22.9 x 15.3 cm



CONCEPTS



STUDIES

TERENCE GOWER

TG *5/10*

Terence Gower, 1994. Galeria Merkel,
San Miguel de Allende, Gto., México.

THE ARTIST
SETS OUT
TO PRODUCE
ART
THAT LOOKS
LIKE ART.

**Representation
of the artist
by others
as the artist's
own work.**

SELL-OUT SHOW

**THE ARTIST
ATTEMPTS TO
SATISFY THE
GALLERY'S
MANDATE
AS CLOSELY
AS POSSIBLE.**

Echecrates: Were you yourself, Phaedo, in the prison with Socrates on the day when he drank the poison?...

“Cultivate and make music,” . . .

Socrates: The same dream came to me sometimes in one form, and sometimes in another, but always saying the same or nearly the same words:

...Phaedo: I will begin at the beginning and endeavor to repeat the entire conversation.

*An artwork
so beautiful
it causes
the viewer
to weep.*

