

BROADSIDE

RE: ROBERT RAUSCHENBERG'S, AUTOBIOGRAPHY

We'd like to involve you in an artistic experiment: a new kind of artistic experience created by Robert Rauschenberg. As you know, his works have been shown in every important exhibition of contemporary painting in America, and if you look in any museum that has a major collection of contemporary work, you'll find him there. He is widely considered as one of the greatest artists America has produced.

Bob Rauschenberg has just completed an exciting work, a 4- $\frac{1}{2}$ feet wide by 17 feet autobiography and we are making it available to you. The Rauschenberg Autobiography is a dramatic experience because of the scale. It doesn't just hang on a wall to be gazed at from time to time. It's capable of dominating a whole wall, a whole ceiling, a whole room. One of the artistic objectives of the organization, which includes Marion Javits and Milton Glaser, is to produce art of such large scale that it would create a dramatic environment wherever shown. The scale of the Rauschenberg visual Autobiography is the first example.

The Rauschenberg Autobiography is art produced by a modern technology which has never been used to produce fine art before. It is environmental journalism made possible by modern reproduction techniques and plate making equipment. The artist has insisted that the printing be limited. There will be a total of 2,000 copies, each approved and initialed by the artist. No more.

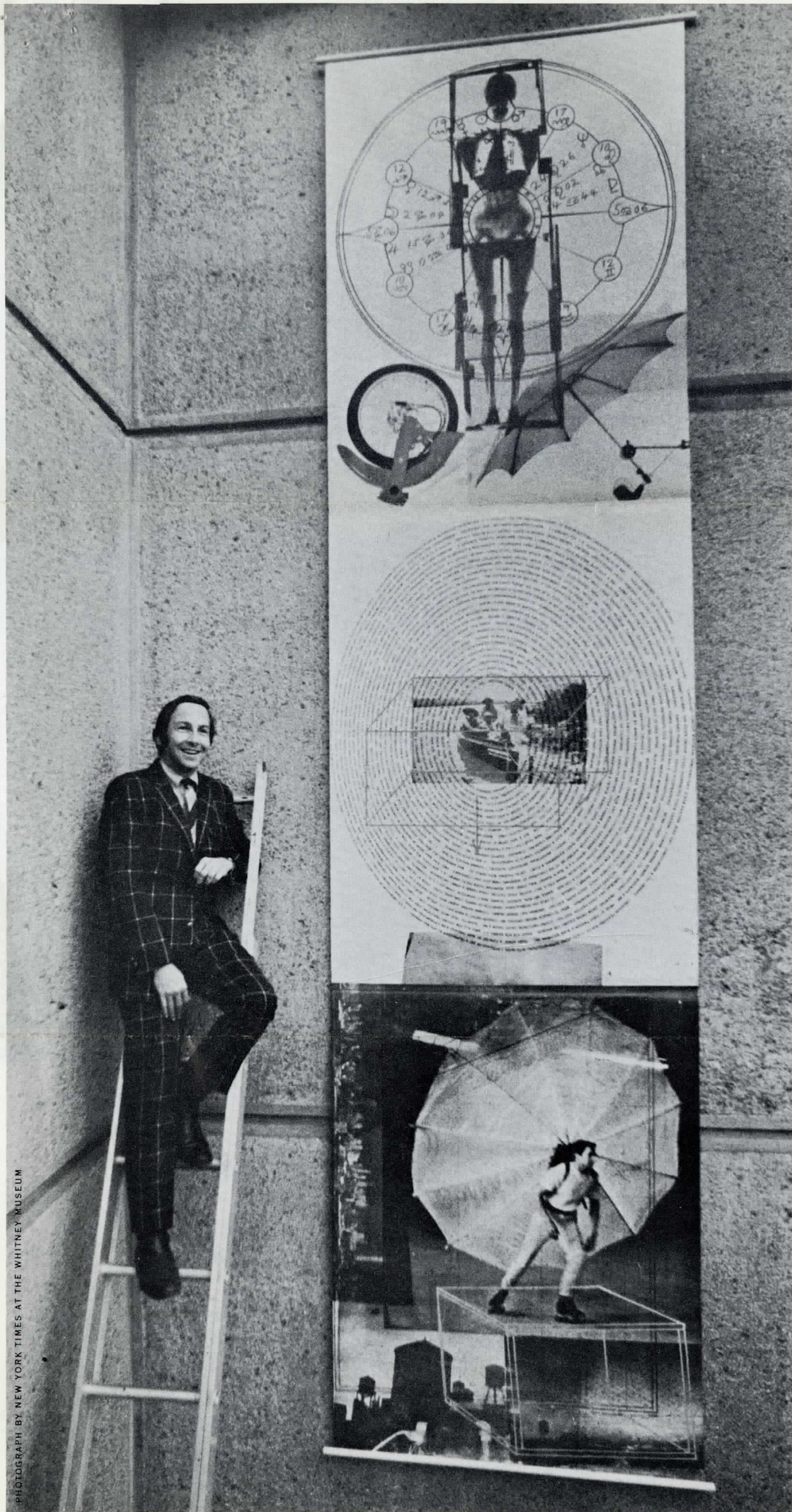
Bob Rauschenberg would like people to experience his work in their own environment. The piece has been designed so that it can be hung in three sections horizontally or vertically. You will find alternative hanging suggestions in the enclosed brochure. If you want to see the Rauschenberg "Broadside", it will be on display at the Whitney Museum beginning January 22nd.

If you're interested in having the Rauschenberg Autobiography, please don't wait. Send mailing instructions along with a check for \$150 to us promptly and we will send it to you immediately.

The artist will not permit another edition. When we run out, we've run out.

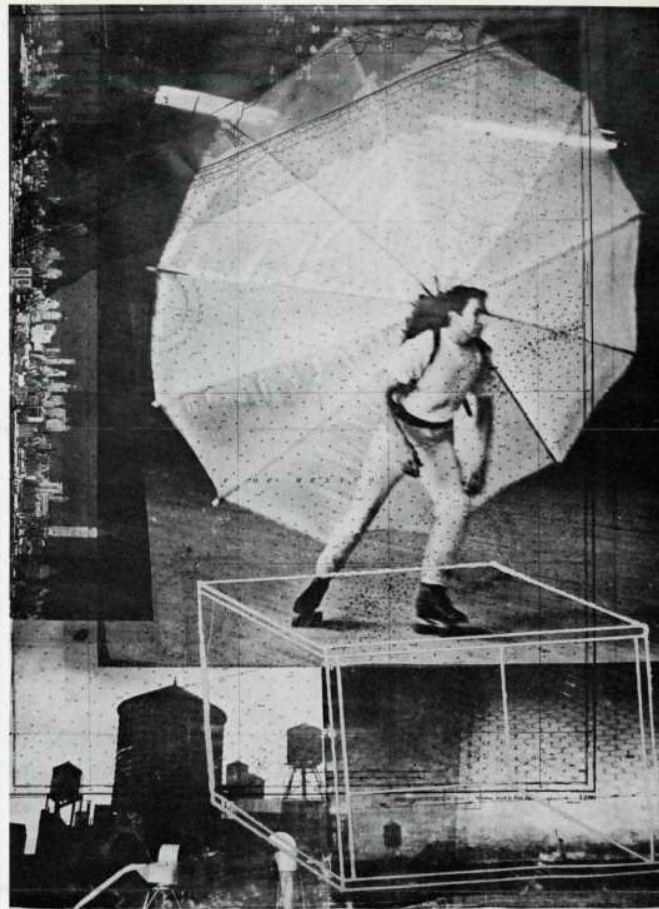
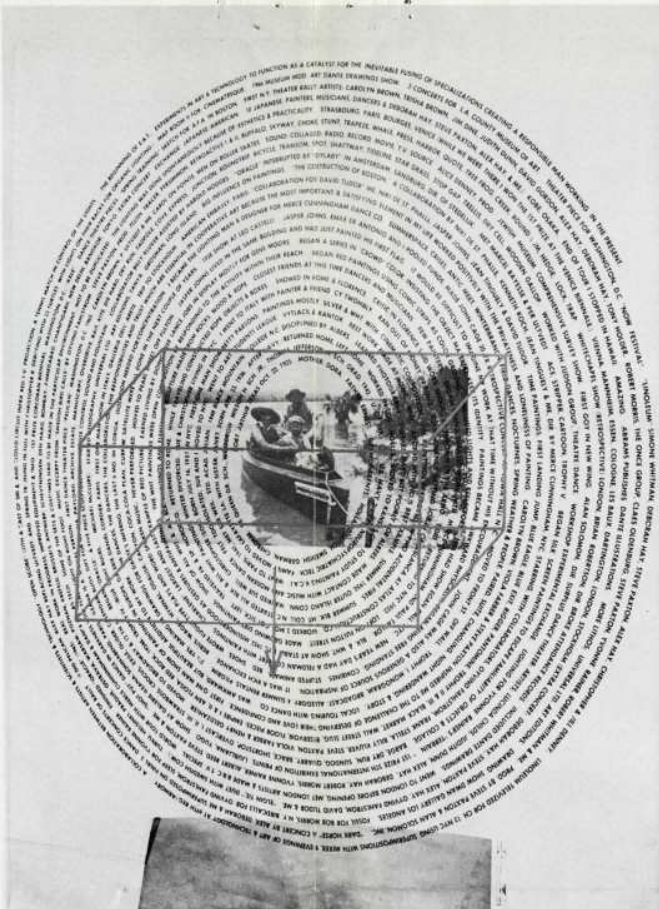
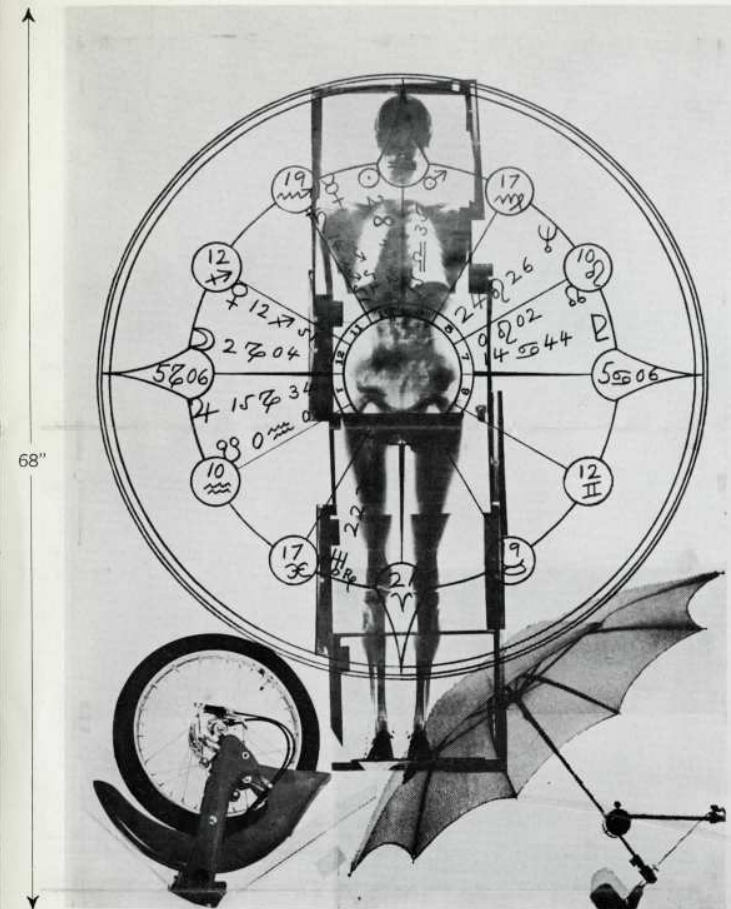
Marion Javits *Milton Glaser*

The
Rauschenberg
Visual
Autobiography



PHOTOGRAPH BY NEW YORK TIMES AT THE WHITNEY MUSEUM

A
Broadside
Art, Inc.
Edition



Robert Rauschenberg was born in Port Arthur, Texas in 1925. Since his first one-man exhibition in New York in 1951, his pioneering work in painting, print making, sculpture, dance and theatre have done much to reshape the accepted roles of art and the artist in our time. In 1959, Rauschenberg was among the United States representatives at the Sao Paulo Biennial; in 1963 he won the first prize at the International Exhibition of Prints at the Gallery of Modern Art Ljubljana, Yugoslavia. In 1964, he received the Grand Prize for painting at the XXXII International Biennial Exhibition of Art in Venice, the first American ever to be so honored. And in 1965 he won the first prize for contemporary painters at Corcoran. In the fall of 1967 he was awarded a doctorate of Humane Letters by Grinnell College. His paintings and prints are included in the collections of major museums throughout the United States and Europe and in private collections throughout the world.

The Rauschenberg edition is not a reproduction of an existing work. It is created expressly for photo mechanical reproduction by modern industrial printing presses and plate making equipment.

The first panel contains an almost life-sized X-ray of Rauschenberg. The skeletal form overprints Rauschenberg's horoscope, blown up to enormous size.

The second panel contains a written record of the major events and influences in Rauschenberg's life, which form an oval that has been photographed through a distortion lens camera. At the center of the written autobiography is a picture taken during Rauschenberg's Texas childhood of him and his family in a boat.

The bottom panel is dominated by a large blown-up photograph of Rauschenberg during one of his dance works, in which he is skating along with a huge circular parachute-like object on his back. This panel also includes the view of New York from Rauschenberg's studio and is superimposed on a map of the section of Texas which was his childhood home. All three panels are printed in various colors.



The Rauschenberg Autobiography can be shown either horizontally or vertically. It can be papered directly on to the wall or made into a screen. For a charge of \$50, Rand McNally will mount the piece on canvas so it can be hung as it was at the Whitney Museum.

HILTON KRAMER:

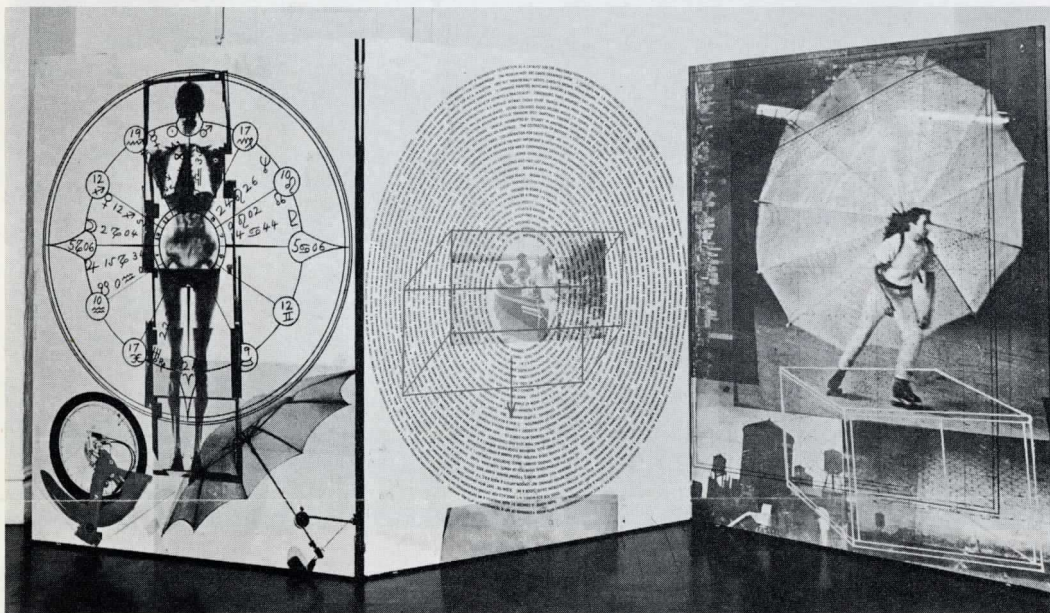
"There is, to be sure a certain historical interest in Mr. Rauschenberg's use of a commercial medium, for the artist has long been occupied with adapting the techniques of commercial art to fine-art purposes. In designing a work for a billboard press he has in a sense, come full circle . . . "It is an innovation certain to be widely imitated and I suspect, widely successful."

New York Times

WALTER H. ALLNER:

"Broadside Art Inc. has embarked on a most exciting large scale venture . . . Rauschenberg has given class to the abused and defamed billboard press."

Fortune Magazine.



IN THE COLLECTIONS OF:

- Massachusetts Institute of Technology
- University of North Carolina
- University of Texas
- Whyte Museum of Cornell University
- Pembroke-Brown University
- Whitney Museum
- Museum of Modern Art
- Guggenheim Museum
- Stedlijk Museum, Amsterdam
- United States Mission to the United Nations
- Joseph H. Hirshhorn
- Ileana Sonnabend
- Leo Castelli

BROADSIDE ART, INC. 207 East 32 St. New York, N. Y. 10016

Please send me _____ copies of the Rauschenberg numbered and initialed visual Autobiography at \$150 per set of 3 sent prepaid.

Enclosed is _____. (All packing, shipping and mailing costs are pre-paid.)

Name _____

Address _____

City _____ State _____ Zip Code _____

Signature _____

No consignments Dealers Inquiries Invited