

David Reinfurt is an independent graphic designer in New York City. He graduated from the University of North Carolina in 1993 and received an MFA from Yale University in 1999. David worked as an interaction designer with IDEO San Francisco from 1995–1997. On the first business day of 2000, David formed O-R-G inc., a flexible graphic design practice composed of a constantly shifting network of collaborators. Together with graphic designer Stuart Bertolotti-Bailey, David established Dexter Sinister in 2006 as a workshop in the basement at 38 Ludlow Street on the Lower East Side in New York City. Dexter Sinister published the semi-annual arts magazine Dot Dot Dot from 2006–2011. Together with Stuart Bertolotti-Bailey and Angie Keefer, David set up a non-profit institution called The Serving Library in 2011 which maintains a physical collection of art and design works, stages events, and publishes a semi-annual journal, Bulletins of the Serving Library. David currently teaches at Princeton University. He was 2010 United States Artists Rockefeller Fellow in Architecture and Design, has exhibited widely and his work is included in the permanent collections of the Museum of Modern Art, Walker Art Center, Centres Georges Pompidou, and the Whitney Museum of American Art. David is the 2016–2017 Mark Hampton Rome Prize fellow in Design at the American Academy in Rome.

This is a portfolio of projects by [David Reinfurt](#).

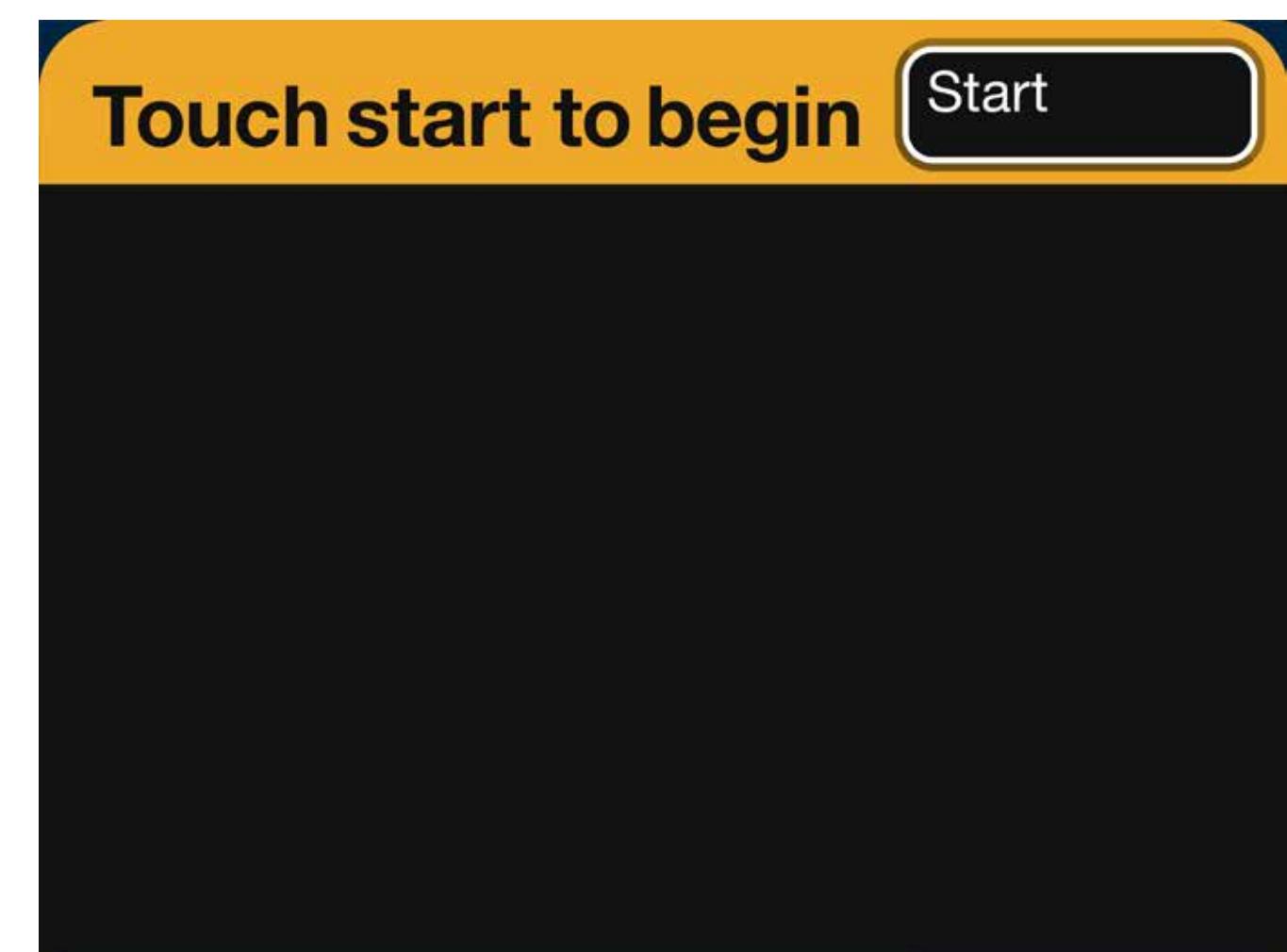
[reinfurt@o-r-g.com](mailto:reinfurt@o-r-g.com)

I am an independent graphic designer working in a number of different arrangements. I work alone, either under my own name or that of my one-person small software company, O R G inc. I work with designer Stuart Bertolotti-Bailey under the shared pseudonym Dexter Sinister. I run a publishing project called The Serving Library with Bertolotti-Bailey, artist Angie Keefer, and curator Francesca Bertolotti-Bailey. Otherwise, I typically work with an extended network of artists, designers, writers, architects, often on more than one project over time. These conversations keep my practice moving. I teach at Princeton University.

In this portfolio are 10 projects which span 20 years of practice.

## 1. Metrocard Vending Machine Interface

In 1997, I was lead interaction designer of the touchscreen interface for NYC Metropolitan Transportation Authority electronic vending that has replaced attendants in the New York City subways. The machines were designed with Industrial Designer Masamichi Udagawa while we were both employed by IDEO San Francisco. A driving criteria for the design was the Americans with Disabilities Act. The interface uses large, high contrast graphics and a clearly articulated sequence to make a cohesive experience for a diverse public. This interface was designed with brutal, simple forms, and a very flexible layout explicitly to accommodate change over time. The software has been used by millions of riders daily for almost twenty years — a virtual eternity for an interface.



Touch start to begin

Start

## Please select MetroCard type

MetroCard

SingleRide

MetroPass

CANCEL

You have selected MetroCard

## Please select transaction

Add Value  
to your  
card

Get  
New card

Trade In  
cards

CANCEL

New MetroCard

## What amount do you want?

\$ 3.00

2 RIDES

\$ 6.00

4 RIDES

\$ 15.00

10 RIDES

\$30.00

20 RIDES

\$60.00

40 RIDES

MORE OPTIONS

CANCEL

New MetroCard

\$ 6.00

4 RIDES

## How do you want to pay?

Cash

Credit/ATM  
Card

CANCEL

New MetroCard

\$ 6.00  
4 RIDES

Please pay

\$ 6.00

CANCEL

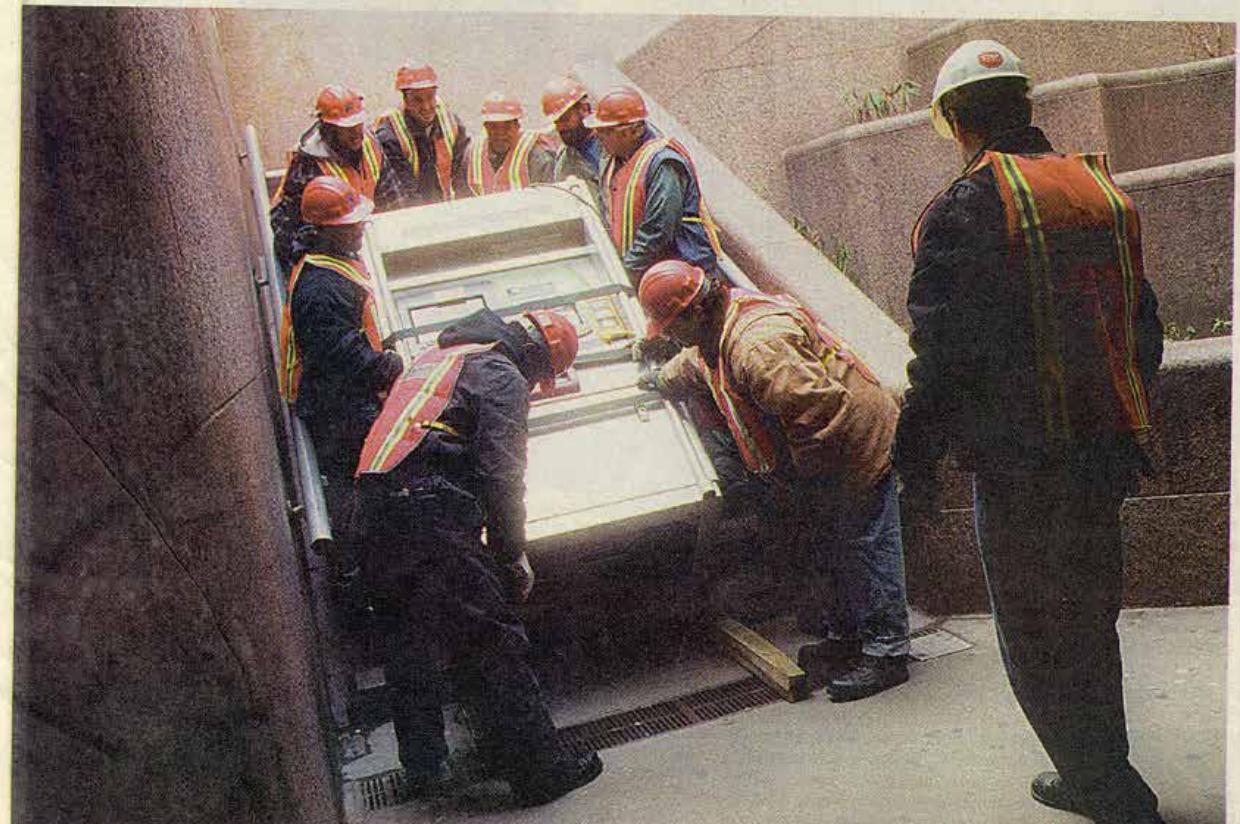
\$ 6.00  
4 RIDES

Take your MetroCard





The Metro S  
The New York Times



**A Subterranean Automaton**

A Metrocard machine was hauled into the subway station at 68th Street and Lexington Avenue yesterday. Ten of the machines, which will accept cash, credit cards and debit cards in exchange for subway passes, will go into operation on Monday. Page B3.

Carrie Boretz for The New York Times

## 2. O R G inc.

O-R-G was founded on the first business day of the new millennium (January 3, 2000) as both a project in how contemporary design practices organize themselves and also as a working design studio. It began as a one-person studio which self-consciously masked itself as a large corporation, adopting a generic three-letter acronym, getting a telephone number with extra zeros, and styling the studio to match a considerably more corporate environment.

From the start, O-R-G worked largely on electronic projects from websites and software for graphic design, to screensavers and applications. The studio evolved to include a diverse range of collaborators and contractors, but always in a fluid arrangement. In 2006, O-R-G closed the studio and distributed all of its books, furniture, and computer equipment to those who helped make it work. By 2015, O-R-G reformed as a “small software company,” developing and publishing apps, screensavers, and other small chunks of code.

<http://www.o-r-g.com>



Studio portrait produced for "How to Make a One-Person Firm Seem Like a Giant Corporation (The True Story of O R G inc.),"  
New York Times Magazine (2001)

1-000103000 383 CCCS

CERTIFICATE OF INCORPORATION  
OF  
ORG inc.

Under Section 402 of the Business Corporation Law

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STATE OF NEW YORK  
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Filed by:  
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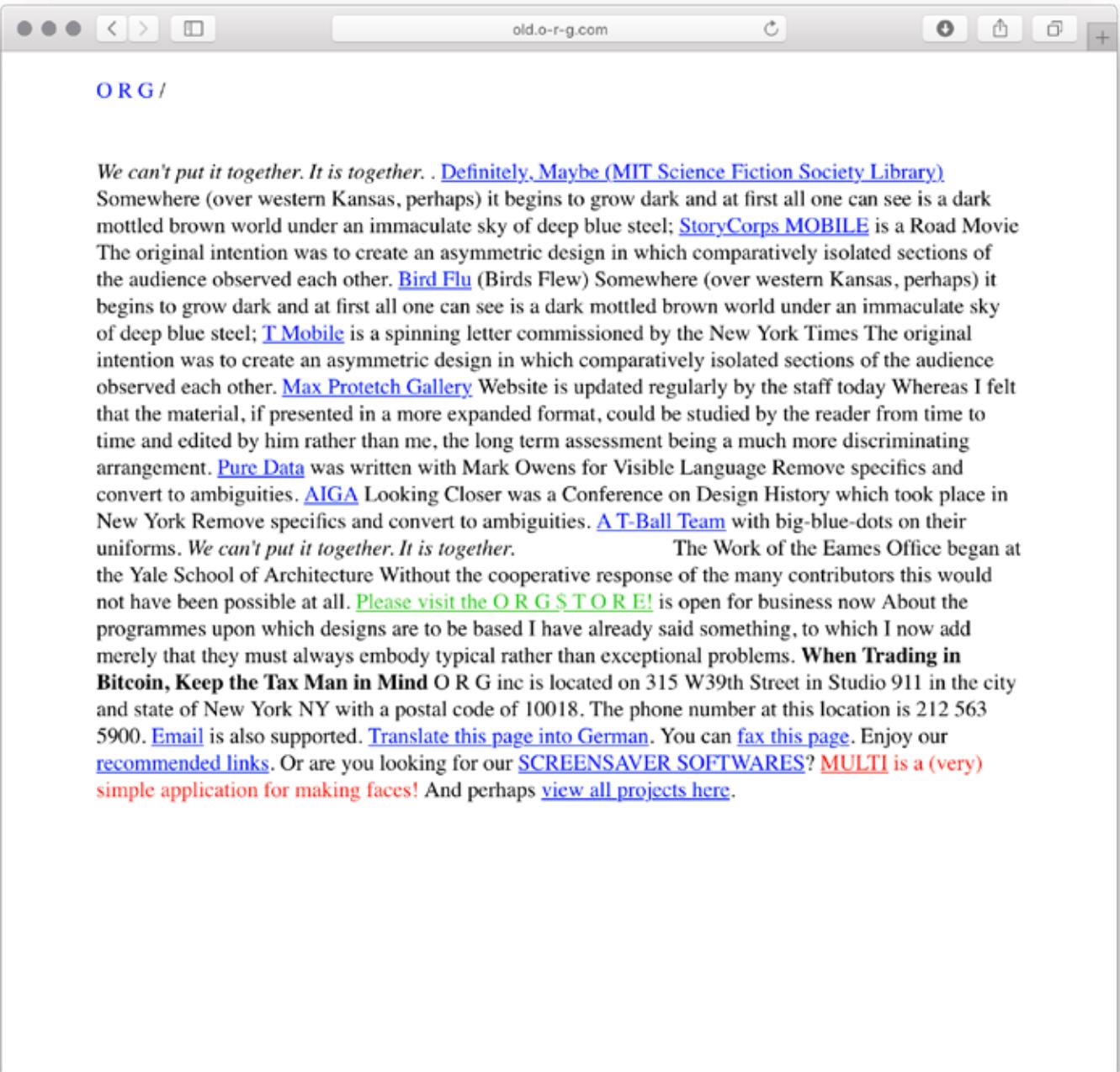
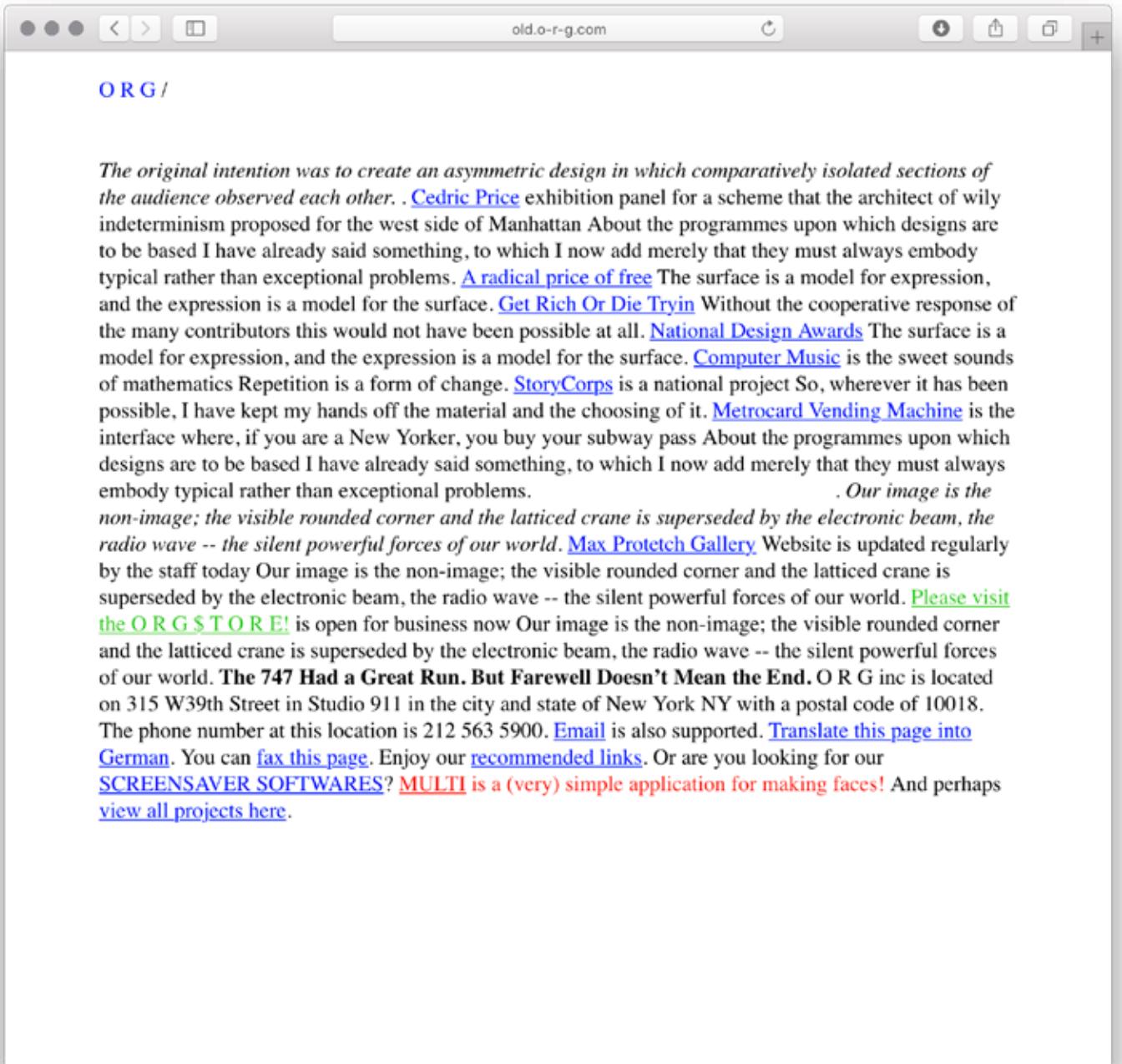
Articles of incorporation and corporate seal

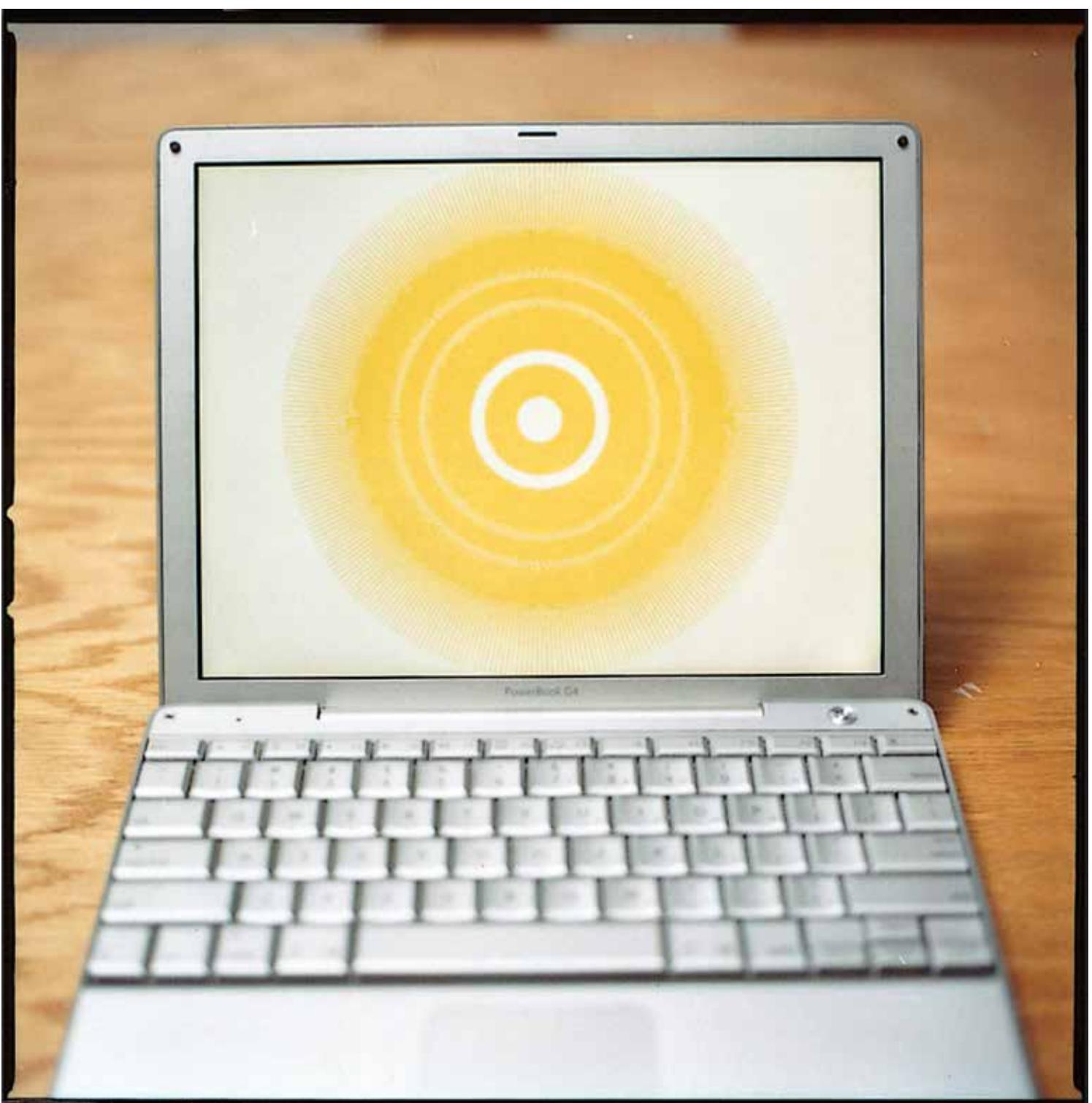




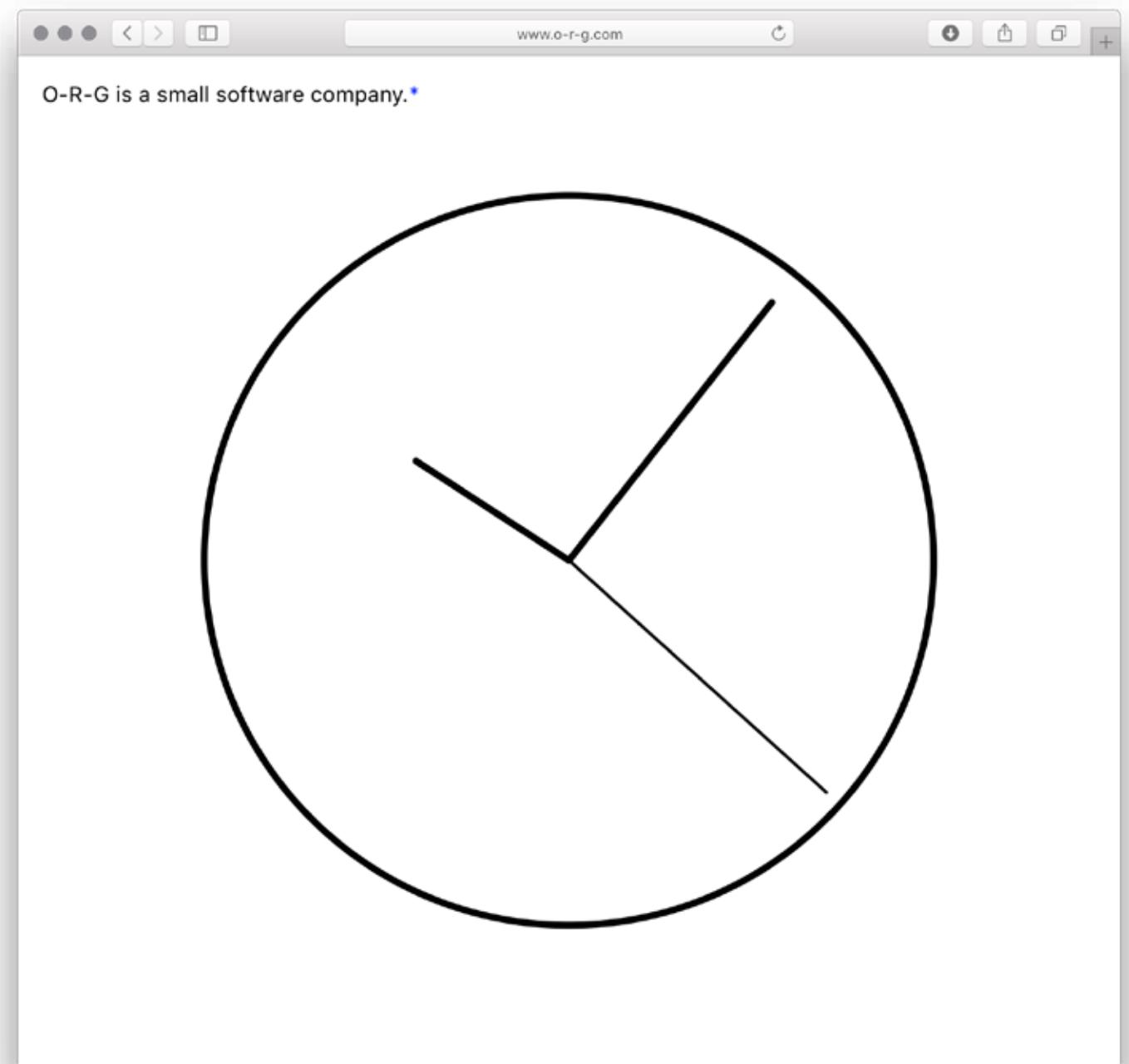
Business card produced with custom software that tracks current price of gold on the exchange, varying letter thickness to match the real-time condition (2001)







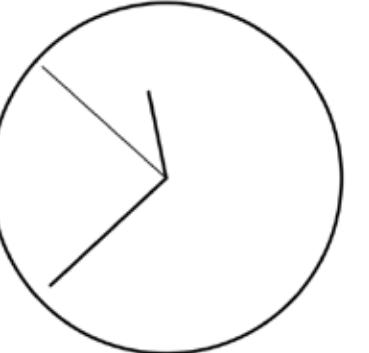
Perhaps there is something left to save..., custom screensaver software that uses local sunrise/sunset times to adjust graphics (2002)



[o-r-g.com/apps](#)

## O-R-G Apps

O-R-G designs, programs, and publishes iOS apps. So far, there are 3 — [Wyoscan](#) is a clock based on a previous model, [Jules](#) is a screensaver of sorts, and [Multi](#) makes faces from bits of typographic furniture. All are available for \$.99 each in the [App Store](#), now.



[o-r-g.com/apps/multi](#)

## O-R-G Multi



Enzo Mari spent the year 1957 drawing an apple. The result, [La Mela](#), is a large silkscreen print produced as an artist multiple by Danese Milano continuously since. Mari lavished time on the drawing, preparing it for industrial manufacture by abolishing detail and reducing it to an essential form. He was not looking to draw AN apple, but rather THE apple — a perfect symbol designed for the serial logic of industrial reproduction. In place of the unique work of art and its privileged market, multiples used contemporary manufacturing to produce many exact copies circulated as consumer products.

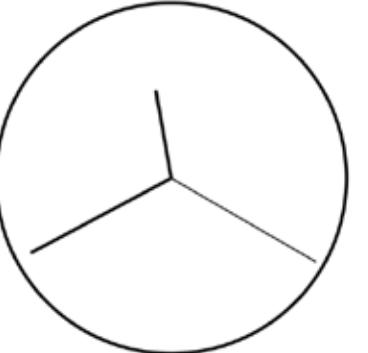
[Multi](#) reconsiders this process 50 years later, as software coding has replaced the industrial assembly line. At any one moment, this software presents one of 1,728 possible arrangements, each a face built from minimal typographic furniture. Instead of many identical copies from one design, Multi is one original set of instructions constantly

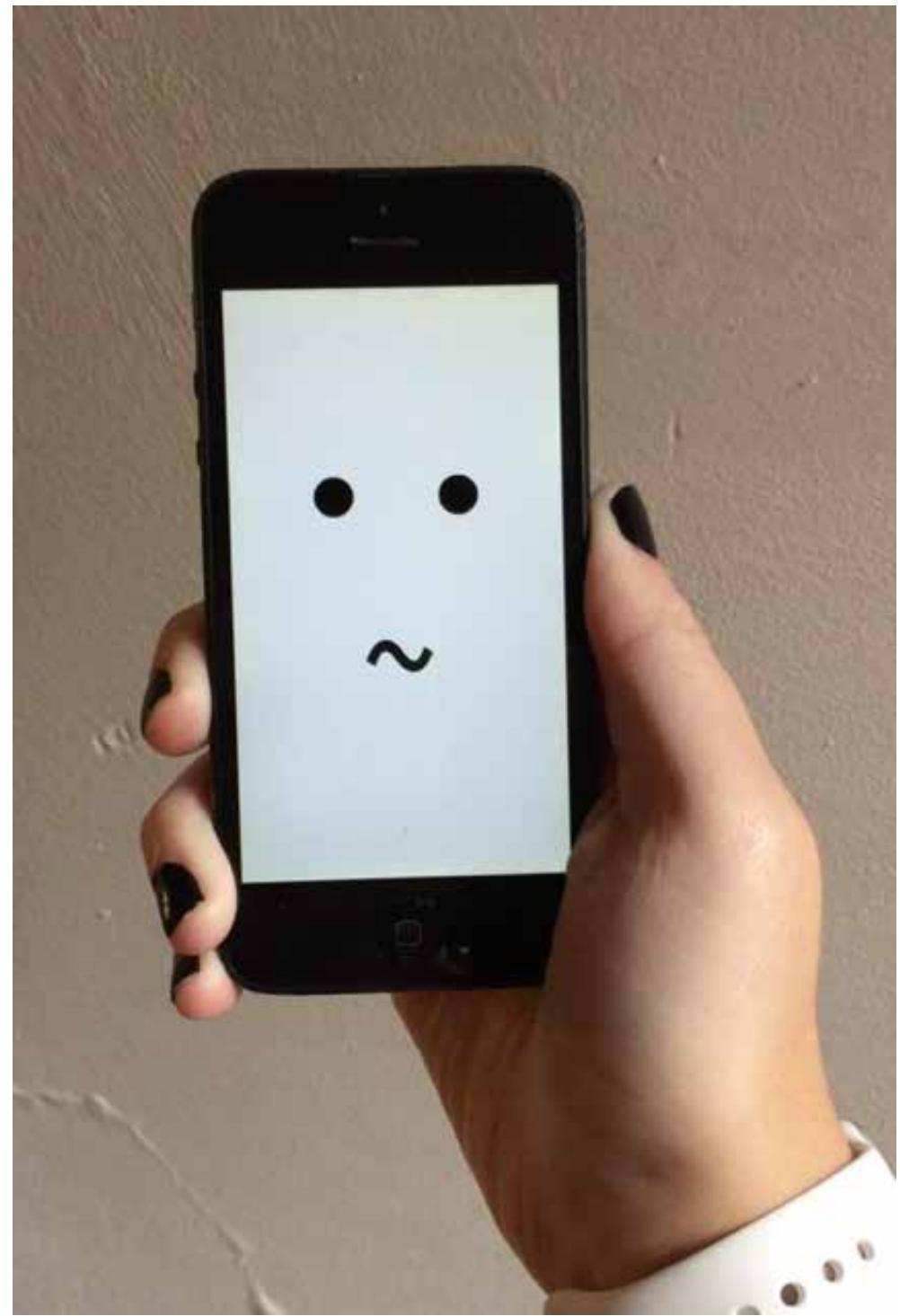
Launch [Multi](#). Tap the screen anywhere to stop. Tap again to start. Tap and drag to adjust the speed (up for faster, down for slower). Working from a limited stock of punctuation glyphs, Multi tirelessly assembles various configurations.

Save a particular face by pressing and holding your finger on the screen until you see a flash (like a screenshot). Continue holding down to text it to a friend.

\*

FOR IPHONE, IPAD IOS 6.0+  
\$ .99 / [Buy in the App Store now ...](#)





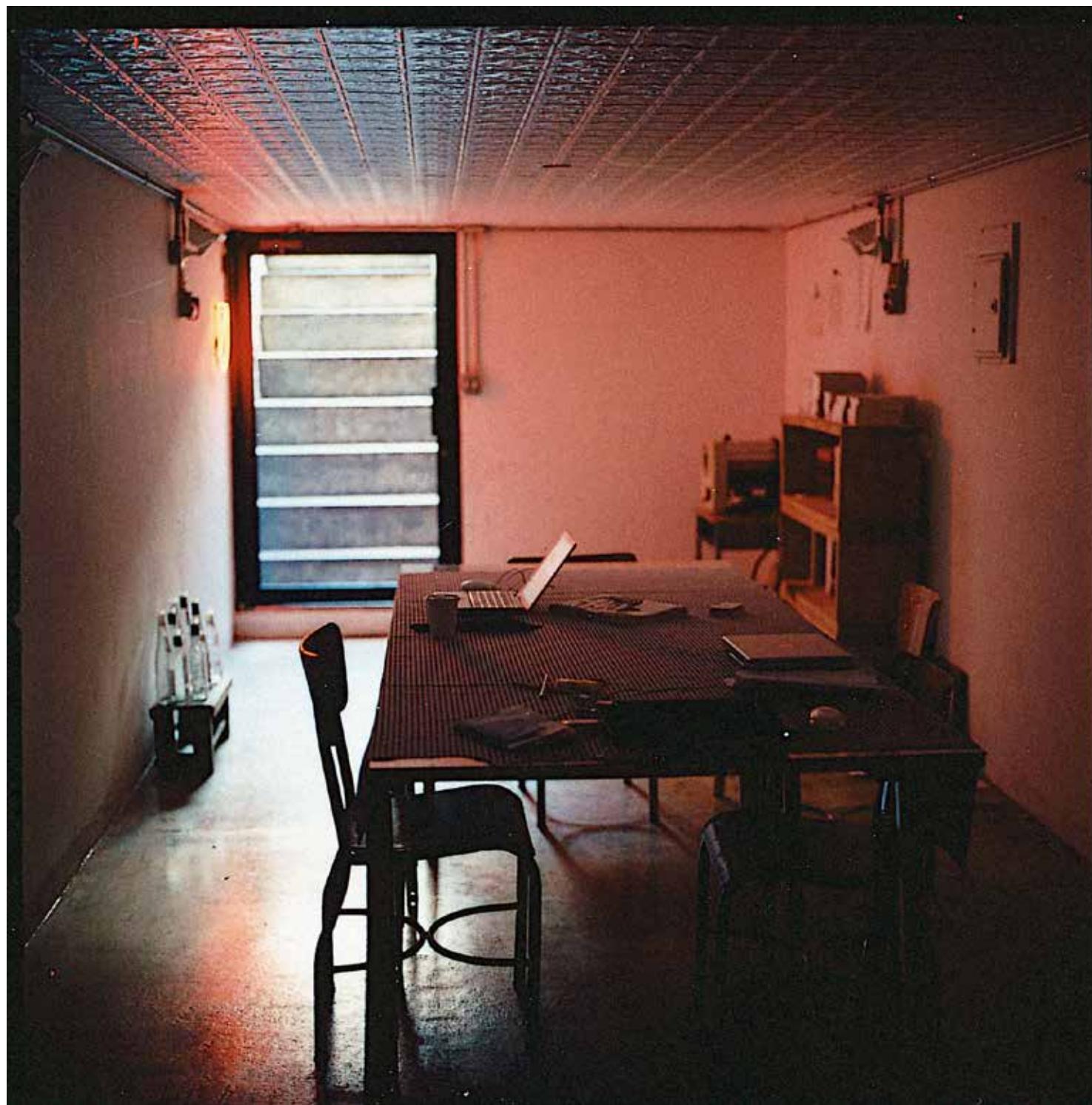
### 3. Dexter Sinister — Just-in-Time Workshop & Occasional Bookstore

Founded in 2006 by David Reinfurt and Stuart Bertolotti-Bailey, Dexter Sinister — Just-in-Time Workshop & Occasional Bookstore is a basement space on the lower east side of New York City. The workshop was intended to model a Just-In-Time economy of print production, running counter to the contemporary assembly-line realities of large-scale publishing. This involves avoiding waste by working on-demand, utilizing local cheap machinery, considering alternate distribution strategies, and collapsing distinctions of editing, design, production and distribution into one efficient activity.

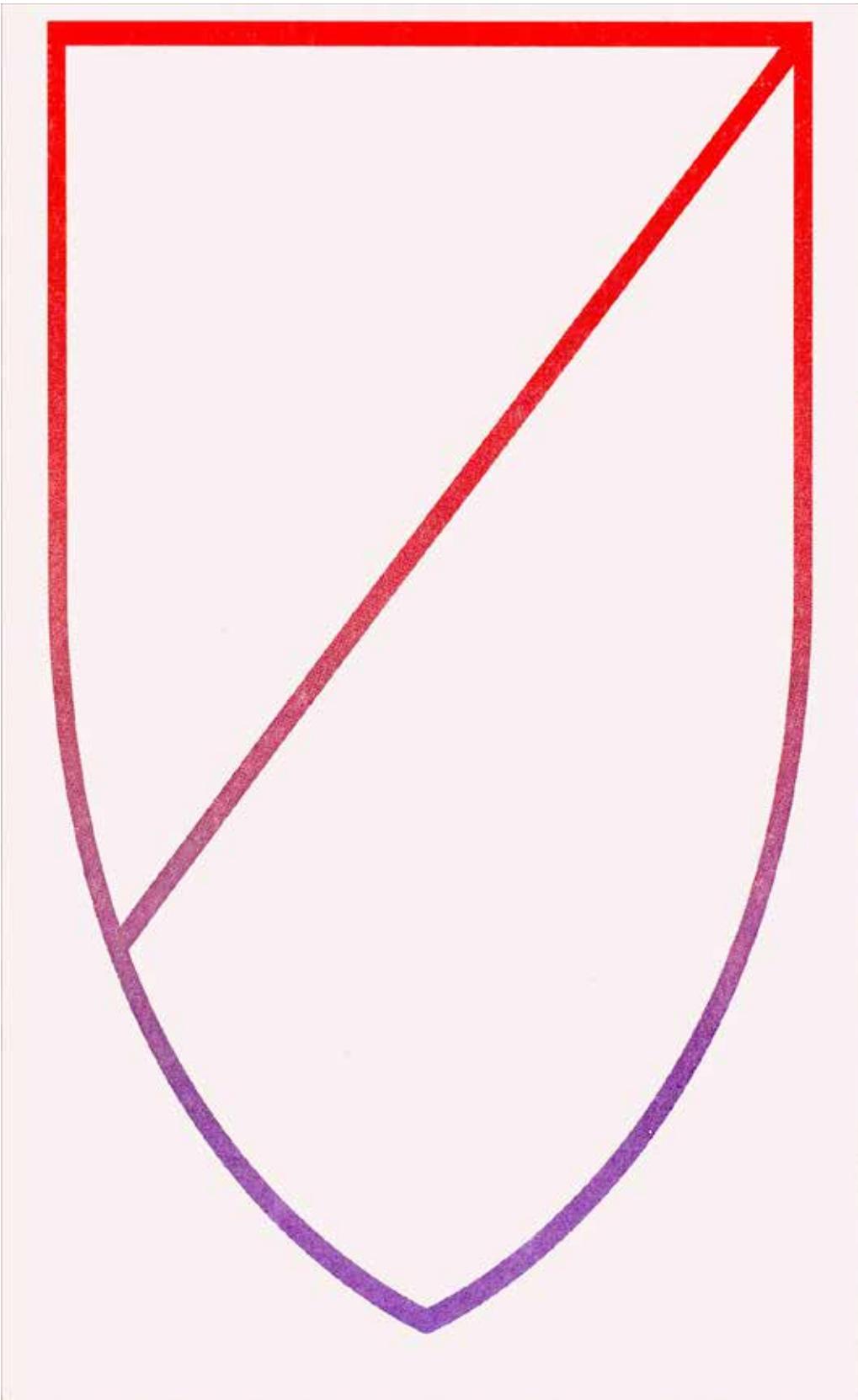
For five years, Dexter Sinister co-operated a one-day-a-week bookstore selling a concise range of design and art books. The basement also hosted a regular program of bi-monthly events during this time. All of these activities were collapsed together in this 6 1/2 -foot ceilinged basement space with a glass door and minimal storefront. From this modest setup, Dexter Sinister began to be invited to make non-traditional publications, some including performance or duration through a range of host institutions including Performa, Whitney Museum of American Art, and Los Angeles County Museum of Art. Dexter Sinister attempts to model publicly, both in the space and through its activities, some of the contradictions around what it means to publish now.

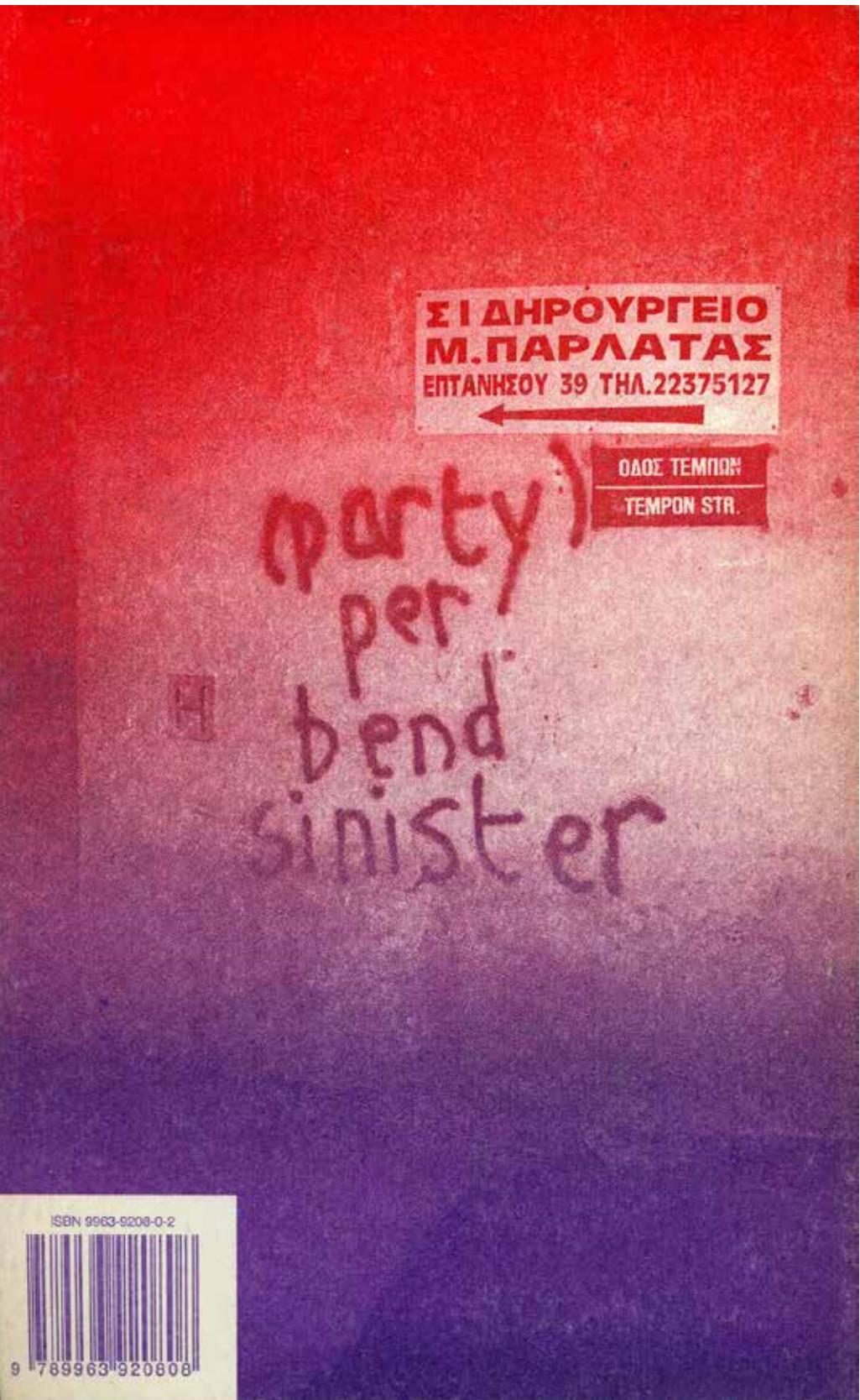
<http://www.dextersinister.org>





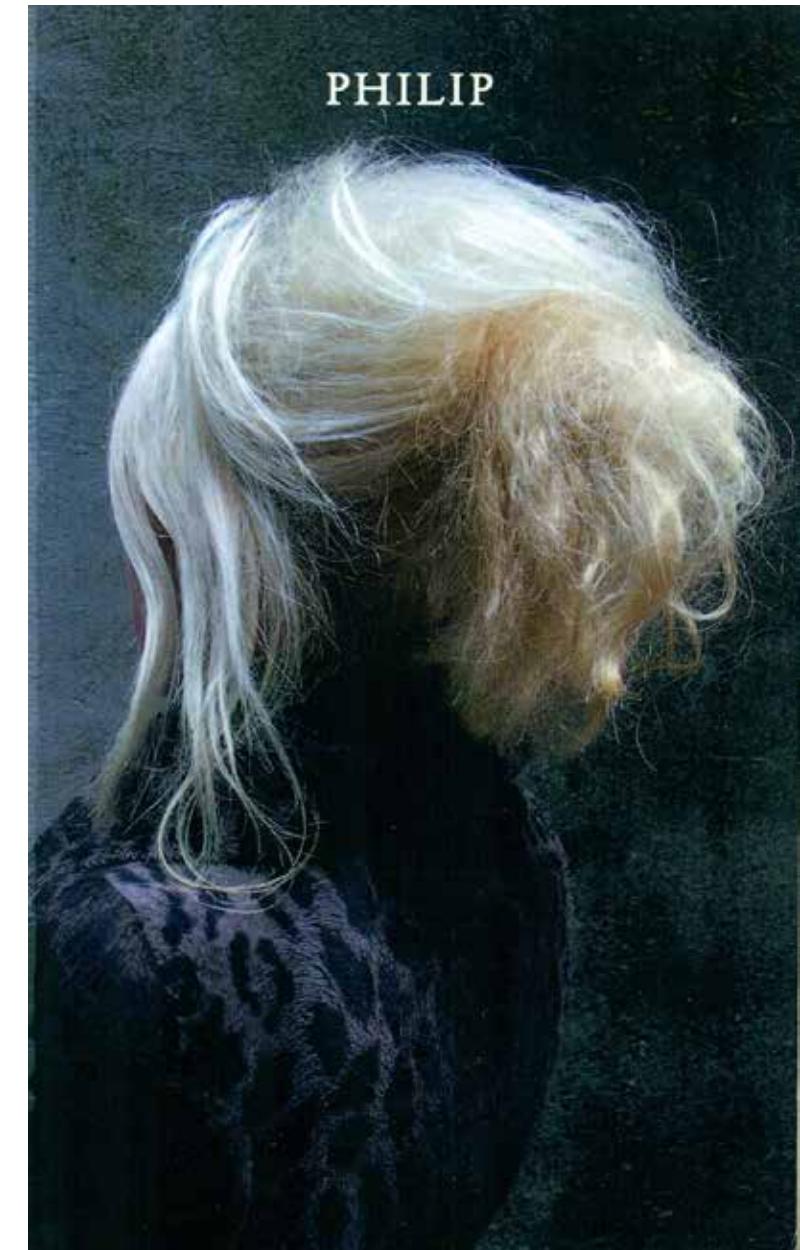






Notes for an Art School book, back cover

Philip, dystopic science fiction novel collaboratively written by ten people over eight days in Dublin and a dynamic pricing scheme which becomes less expensive as more copies sell with Heman Chong for Project Arts Centre, Dublin (2006)



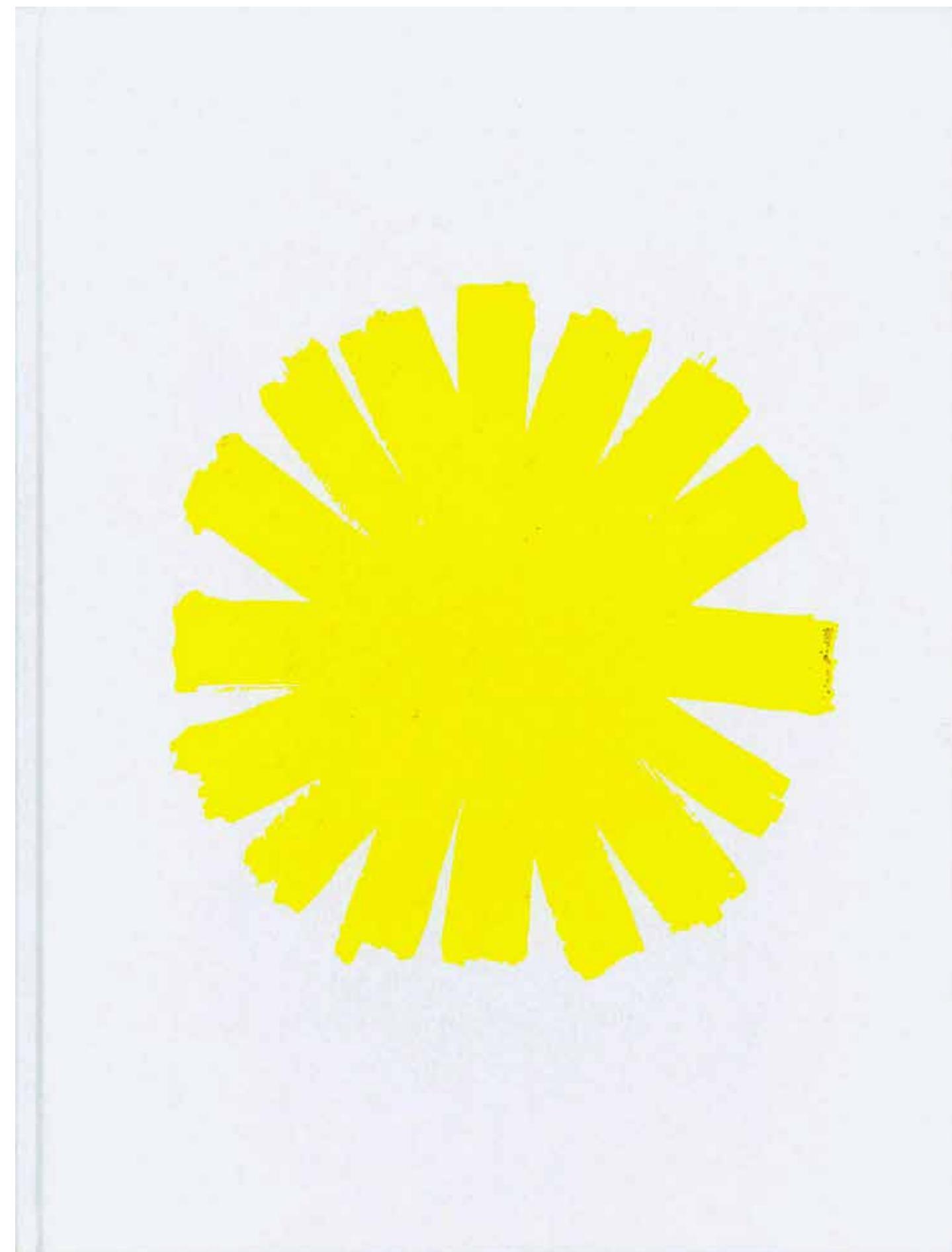
*A man and wife asleep in bed,  
She hears a noise and turns her head, he's gone.  
I wish we'd all been ready.  
Two men walking up a hill,  
One disappears and one's left standing still.  
I wish we'd all been ready.  
...There's no time to change your mind.  
How could you have been so blind?  
The Son has come and you've been left behind.*



**FINAL DAYS, 2019** — Philipville is a city of the near future where the connective tissue of society is fruice, the protoplasm of a planned obsolescence economy. As a Christmas Day fruice shipment is unleashed on the semi-quiescent residents of the city, Revolution looms. Brifcor organizes the workers. Meanwhile, listening to disaster reports on Channel 23Ω, Cassandra has a vision — a new world glimpsed through a tear in the fabric of reality. Will there be Rapture or Revolution? And does history, like all stories, ultimately have an end?

\$14.28

2–9 November 2006  
Project Arts Centre, Dublin  
Published by Project Press, January 2007  
ISBN 1 872493 21 1



This is  
A COUPLE  
THOUSAND  
SHORT FILMS  
ABOUT GLENN  
GOULD

a book in relation to a project  
of the same name by  
CORY ARCANGEL

based on a text by  
PAUL MORLEY  
edited by  
STEVEN BODE

and arranged by  
DEXTER SINISTER

with assorted appendices



A Couple of Thousand Short Films About Glenn Gould, book designed and edited with Cory Arcangel for Film and Video Umbrella,  
London of Art (2008)

Old Gold, book designed and edited with Kara Hamilton and Angie Keefer for Art Gallery of Ontario and Salon 94 (2014)

*Whitney*

Doublin, 7 January 2008

Dear cooperator,

I have taken the typewriter down from the stack of boxes in the backroom in order to guarantee a certain slowness and precision here. I'm after the formality that is so easily obliterated by more recent and ubiquitous technologies, and in this spirit I write to you -- one of a small community of convalescents -- in the hope of convincing you to participate in this not because you can or can't but because you care and will.\*

From the 7th Regiment Armory building on Park Avenue in New York City -- a parallel site to the 2008 Whitney Biennial exhibition -- I aim to coordinate a series of PRESS RELEASES written by different people and issued through different distribution channels. My hope is that this will slow down, complicate, or at least draw out the reception of the exhibition. Given both the location and status -- at a vortex of critical mass -- the Whitney Biennial is immediately cannibalized by the media who surround it: reviews are typically written on the first day before the general public is invited, and each critic duty-bound to weigh in with their direct interpretations of the show. The result is that for most the exhibition is REviewed before it has even been viewed. As such, my interest is in the possibility of arranging another reading through these parallel press releases ... released neither under the umbrella of the Whitney Museum nor that of any known publication. What happens when information is released from within the show but not sanctioned by The Show? (It functions as a shadow.) (It functions as a mirror.)

Proof of the fact that a mechanical device can

Reproduce personality

And that Quality is merely

The distribution aspect of Quantity.

Journalists have conquered the book form;

Writing is now the tiny affair of the individual;

The customers have changed: television's aren't viewers, but advertisers; publishing's not potential readers, but distributors.

The result is rapid turnover,

The regime of the bestseller

But there will always be

A parallel circuit, a black market.

And so this letter is addressed to no one in particular, but specific to each of you for reasons I trust you understand. I suppose I am merely asking you to write as a (Wo)Man of the Crowd, a community that can still act, not because it is entitled to do so by the institutions of power, but by virtue of an unconditional exuberant politics of dedication (I quote.)

If you accept all this -- and the invitation -- you will contribute a reflective text to double as a press release. This could be a new text, an existing text, or not even a text at all. Furthermore, it might be produced remotely, or on-site with me at the Armory in the Commander's Room, a locked office accessed by a secret panel release from the Colonel's Ballroom. Your press will then be released during the three weeks following the opening of the exhibition, with the channel of distribution -- fax, word-of-mouth, trumpet, parachute etc. -- directly determined by the contents of its message. Normal press releases are, of course, typically compressed into a series of literal sound bites on a single sheet of paper and designed to be easily re-purposed -- copied, pasted, combined and inserted back into other media streams. This model might as well be our point of departure too.

I hope that my formula of 'disinterredness plus admiration' will seduce you (I I I I I I I quote) and that the various non-textual qualities of this missive fill in some of the gaps in explanation. If so, we ought to continue this discussion by email or telephone (see below). Please try to get in touch within the next week.

For now,

*Dexter Sinister*

Dexter Sinister

38 Ludlow Street (basement south), New York, NY 10002, USA  
Tel: +1 213 235 6296 / Email: info@dextersinister.org

\* And what do you do? You just SIT there. (I quote)

**ПИТИНЭХ**

FOR IMMEDIATE RELEASE – 4 MARCH 2008

As the first of a series of reflections on the 2008 Whitney Biennial, Dexter Sinister has staged a rotating spotlight near the entrance to the Whitney Museum of Art (Madison Avenue at 75th Street), marking the parallel site of the exhibition. This will be present during the opening nights of Tuesday 4 March and Wednesday 5 March only, operating from 7pm onwards.

Following the detailed proposal described by Margaret Wertheim of the Institute for Figuring in her New York Times Op-Ed piece of Wednesday 20 June 2007 (overleaf), this klieg light will cast a giant shadow into the New York City sky. To quote:

It's quite easy to conjure  
A faster-than-light shadow  
(Or in theory, at least):  
Build a great klieg light,  
A superstrong version  
Of the ones at the Academy Awards.  
Now paste a piece of black paper

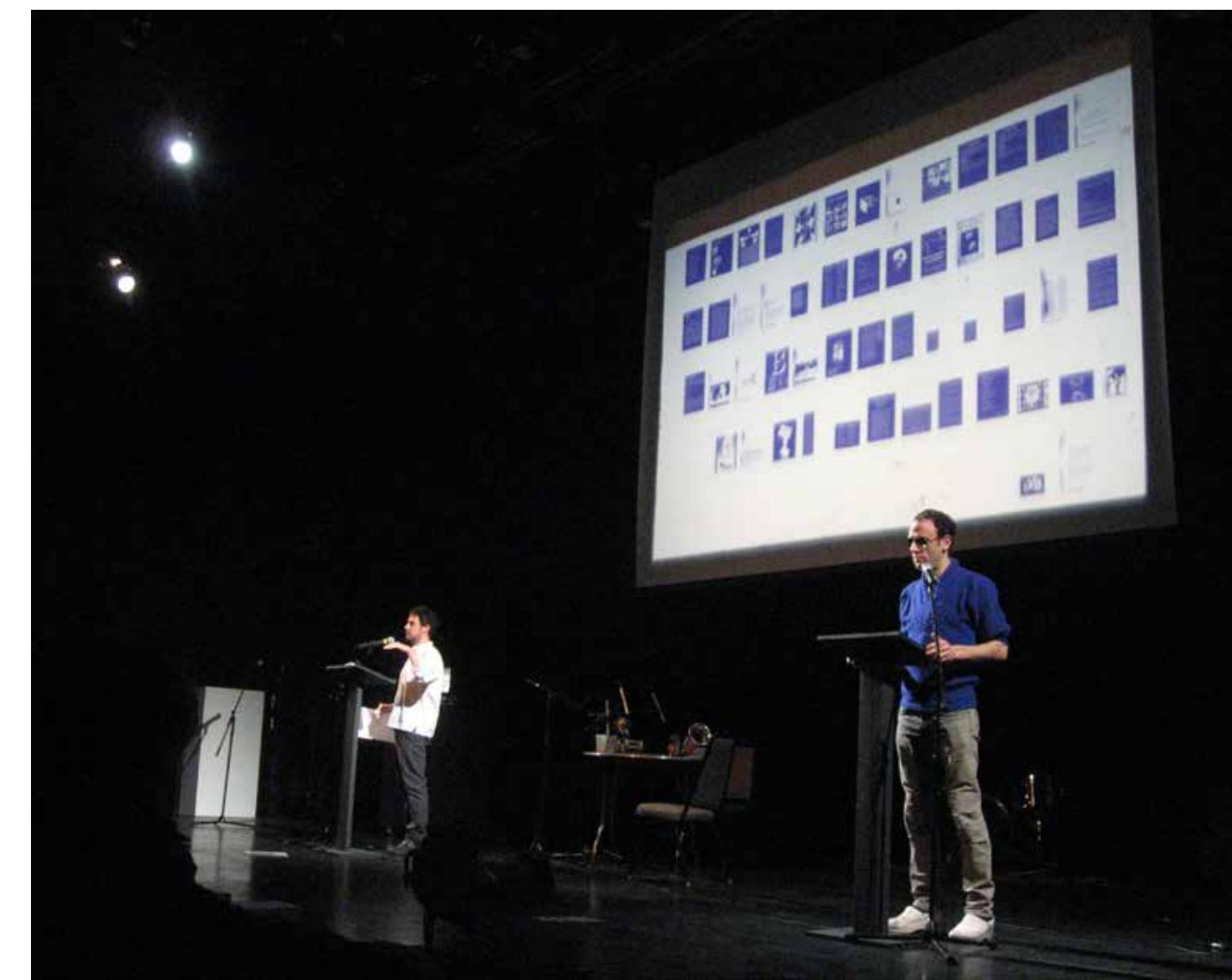
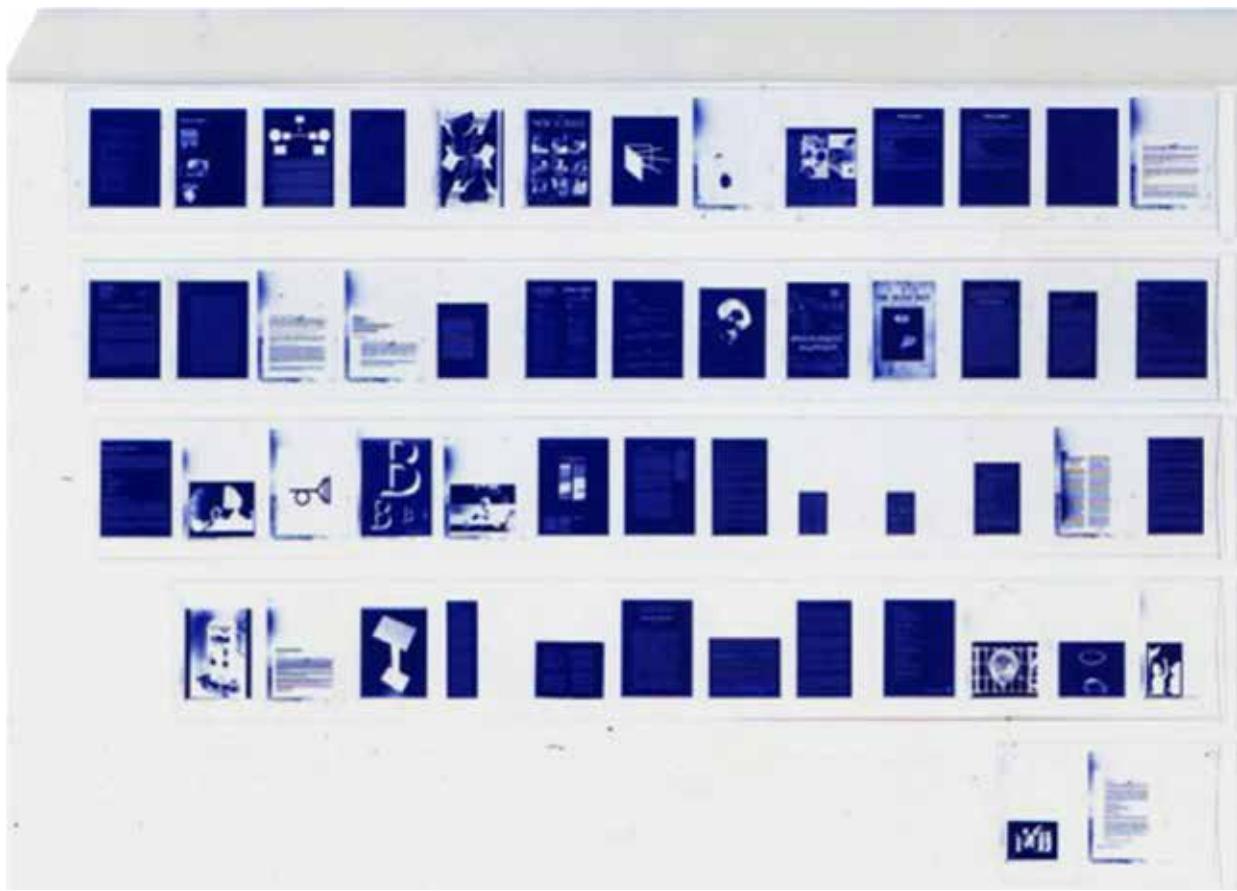
130

Onto the klieg's glass

So there's a shadow in the middle of the beam.

(In this case, the shadow image will be formed by the inverted Whitney graphic (above) adhered to the surface of the light.)

During the following three weeks (4 March – 23 March) while the Armory building operates as an auxillary location for the exhibition, Dexter Sinister will continue to produce and release a number of commissioned 'texts' by various co-operators in various media.



True Mirror Microfiche Postscript, performance by Dexter Sinister with extended cast at The Kitchen, NY and ICA, London (2009–10)





The First/Last Newspaper (2009)

#### 4. Dot Dot Dot

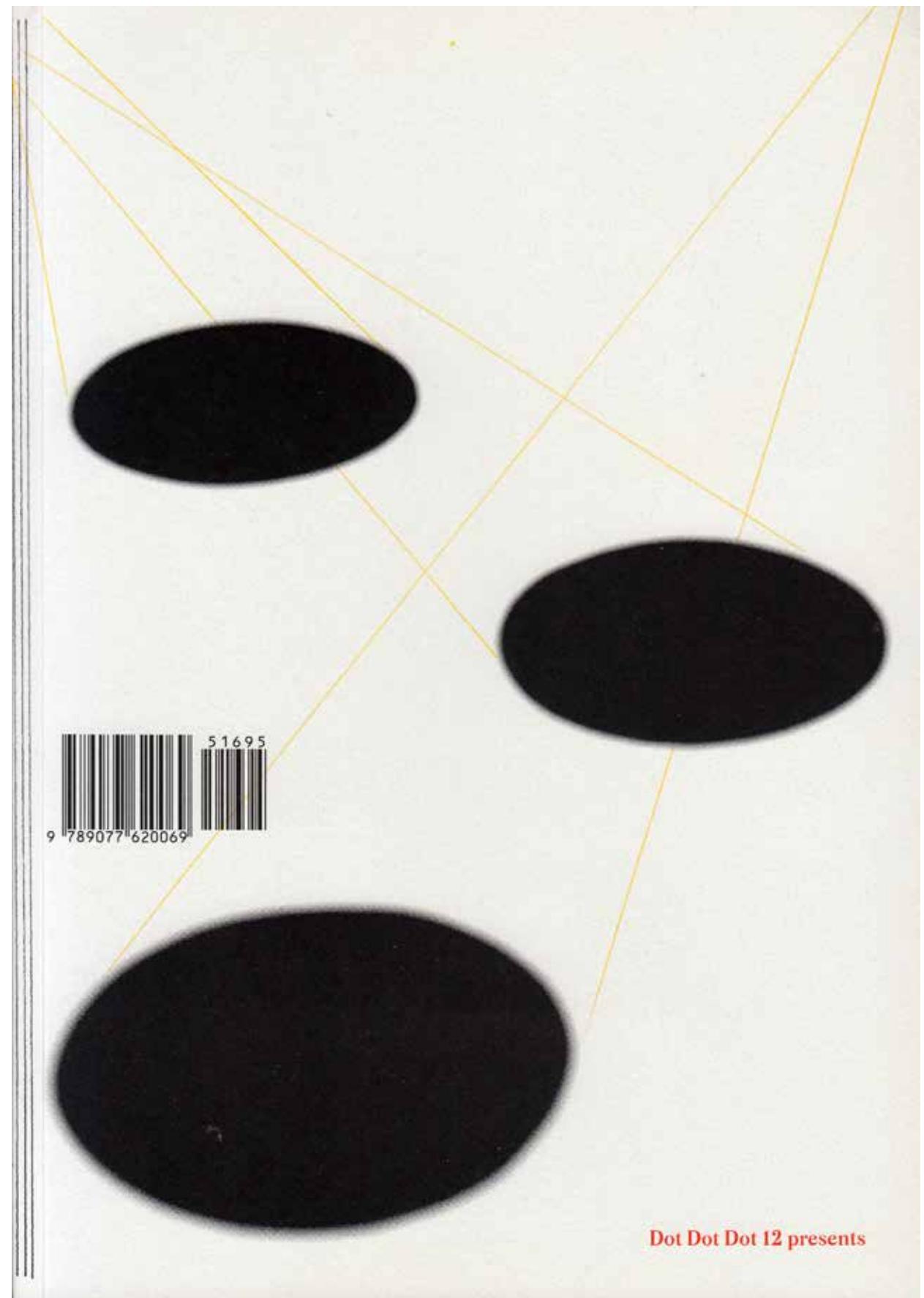
Founded in 2000 by Stuart Bertolotti-Bailey and Peter Bilak and running through twenty semi-annual issues, Dot Dot Dot was a self-described “left-field arts journal.” From issue 11 through issue 20 (2006–2011), it was co-edited, designed and published by Stuart Bertolotti-Bailey and David Reinfurt through Dexter Sinister — Just-in-Time Workshop & Occasional Bookstore.

The journal comprised a resolutely mixed bag of subjects, writing styles, lengths, and visual formats. In 2006, when Dexter Sinister began editing and publishing the journal, it became something of a house organ populated by a constellation of collaborators who would also appear in additional Dexter Sinister projects and publications. The magazine addressed design, although typically from the side rather than head-on. Dot Dot Dot’s oblique, some might call it meandering, approach won it an avid readership of committed generalists. As such, designers were the most significant segment of both who wrote in the journal and also who read it.

Later issues of the journal were increasing tied to specific settings, where the material was written, or produced, or edited, or staged, or designed (sometimes all of these) in public.

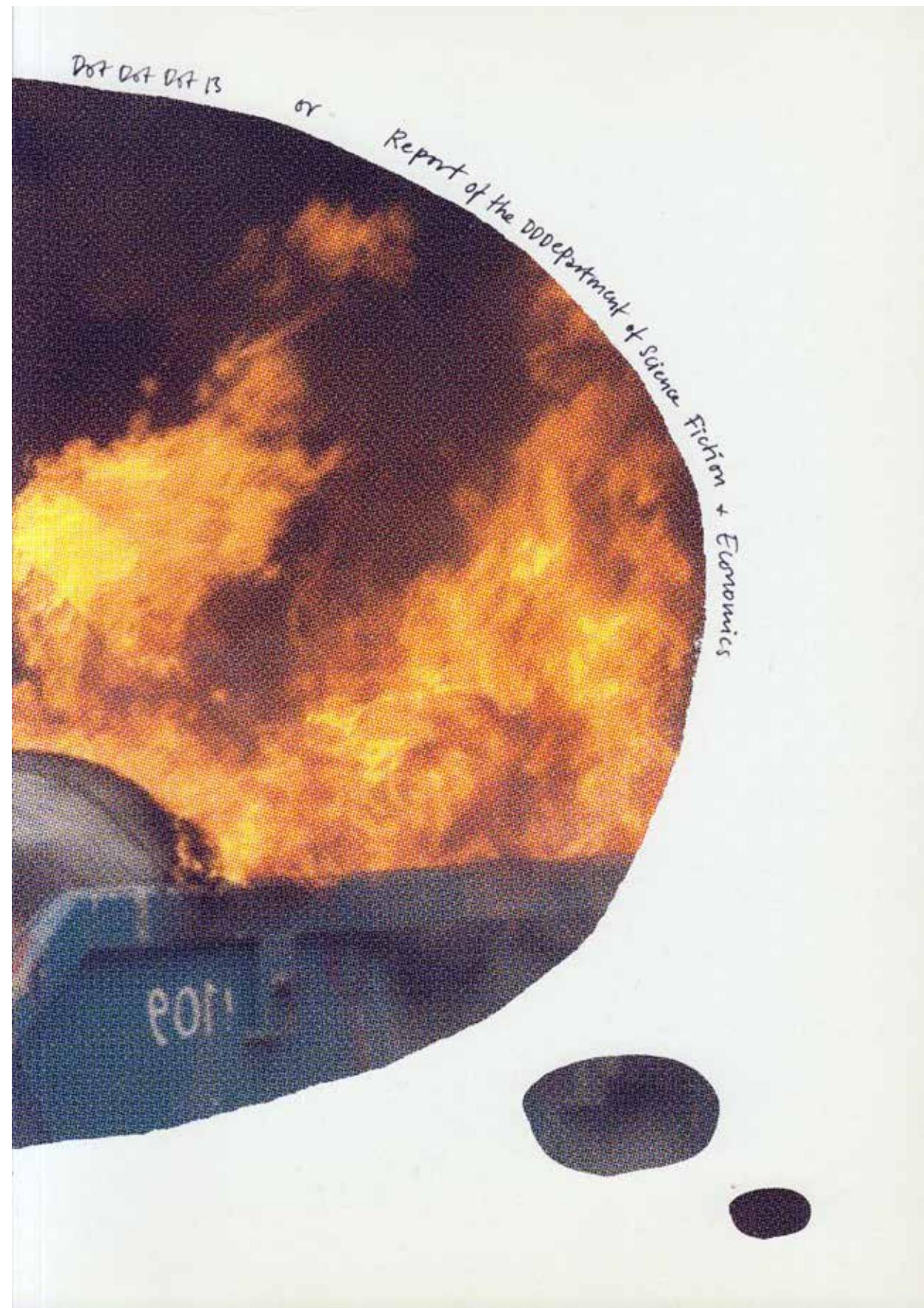
<http://www.dot-dot-dot.us>

4. Dot Dot Dot



Dot Dot Dot 12 presents

4. Dot Dot Dot



Dot Dot Dot 13 (2006)

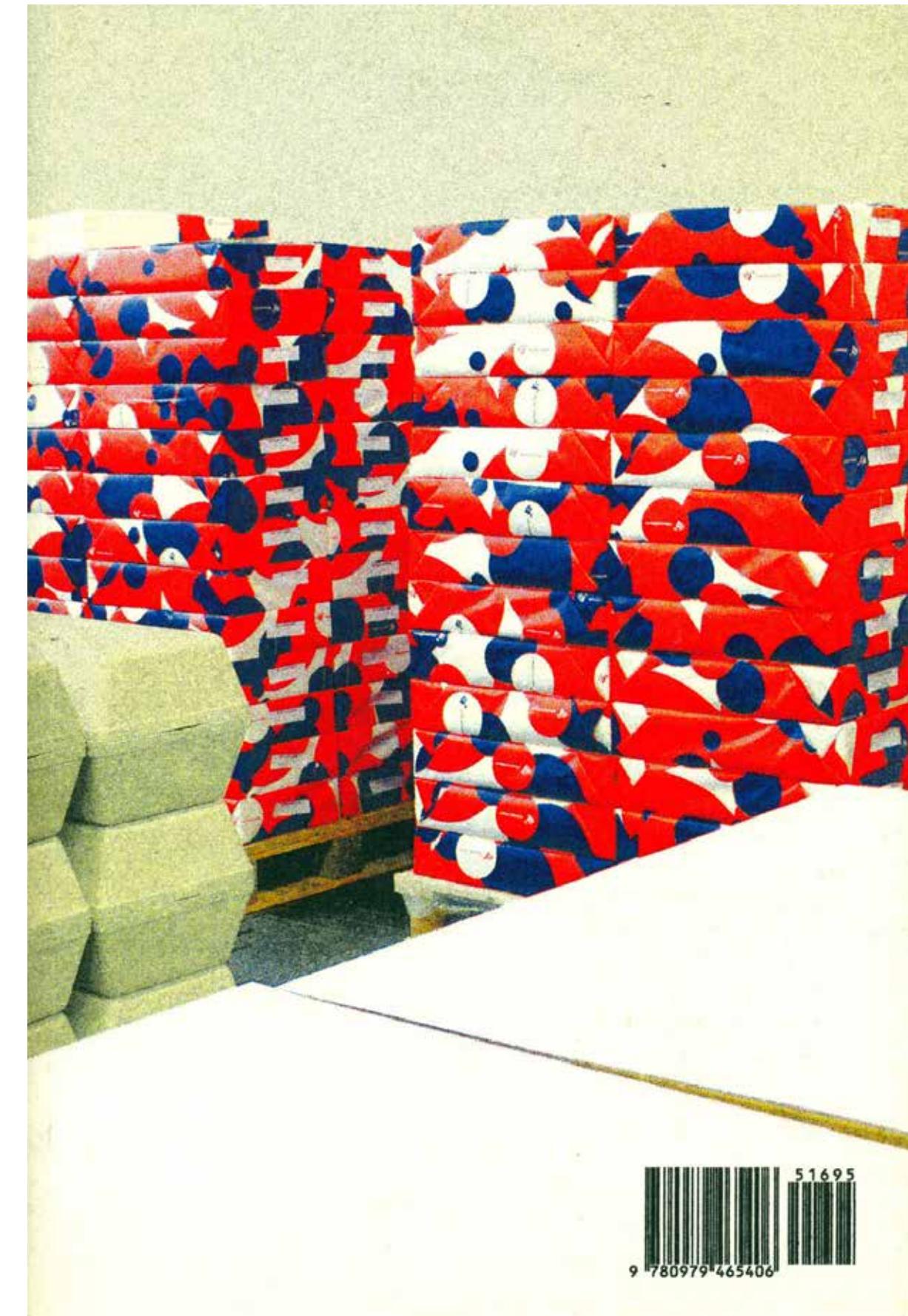
4. Dot Dot Dot

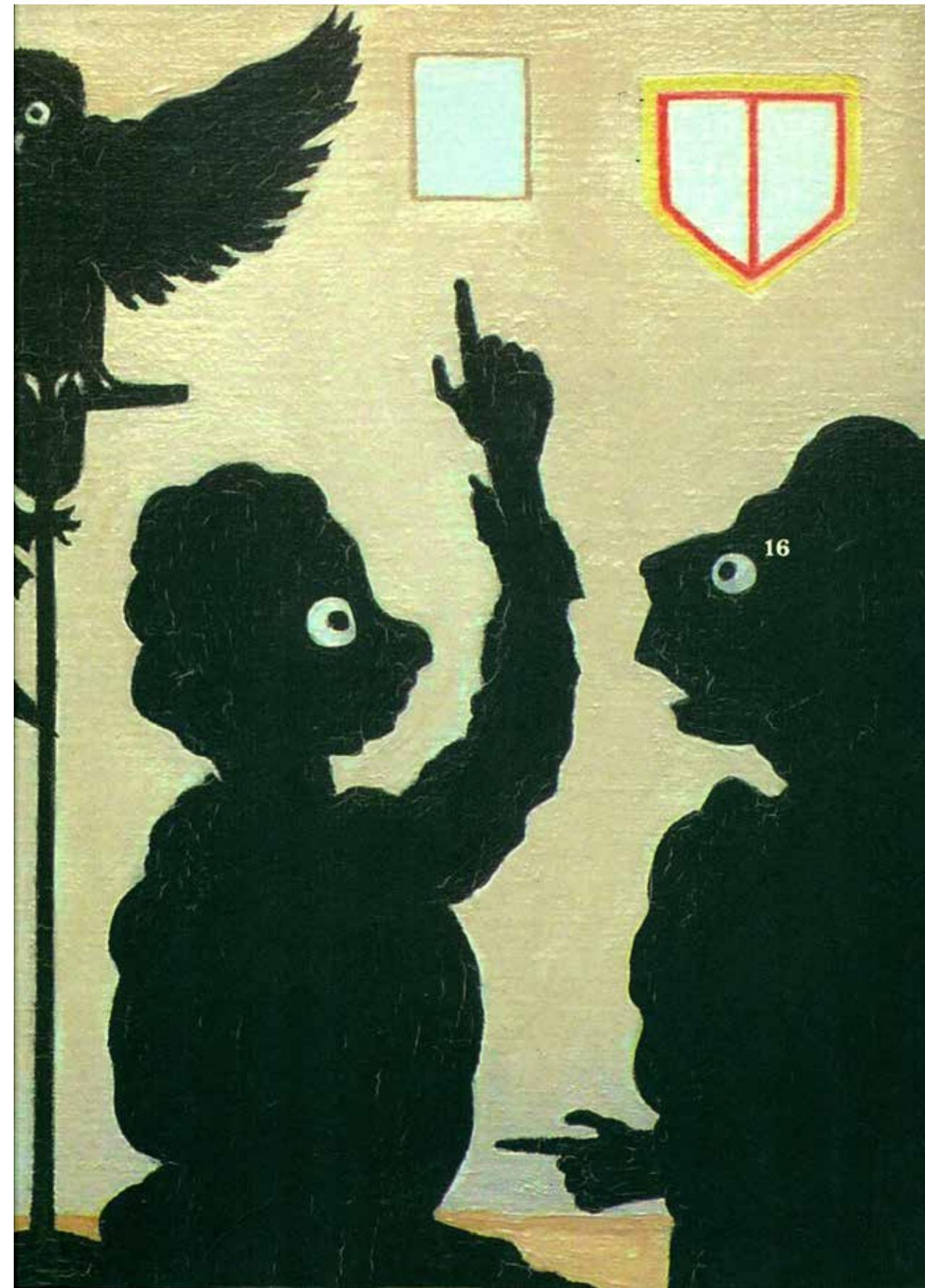


Dot Dot Dot 15, written, edited, designed, and printed over three weeks on location in the Contemporary Art Center, Geneva (2006)

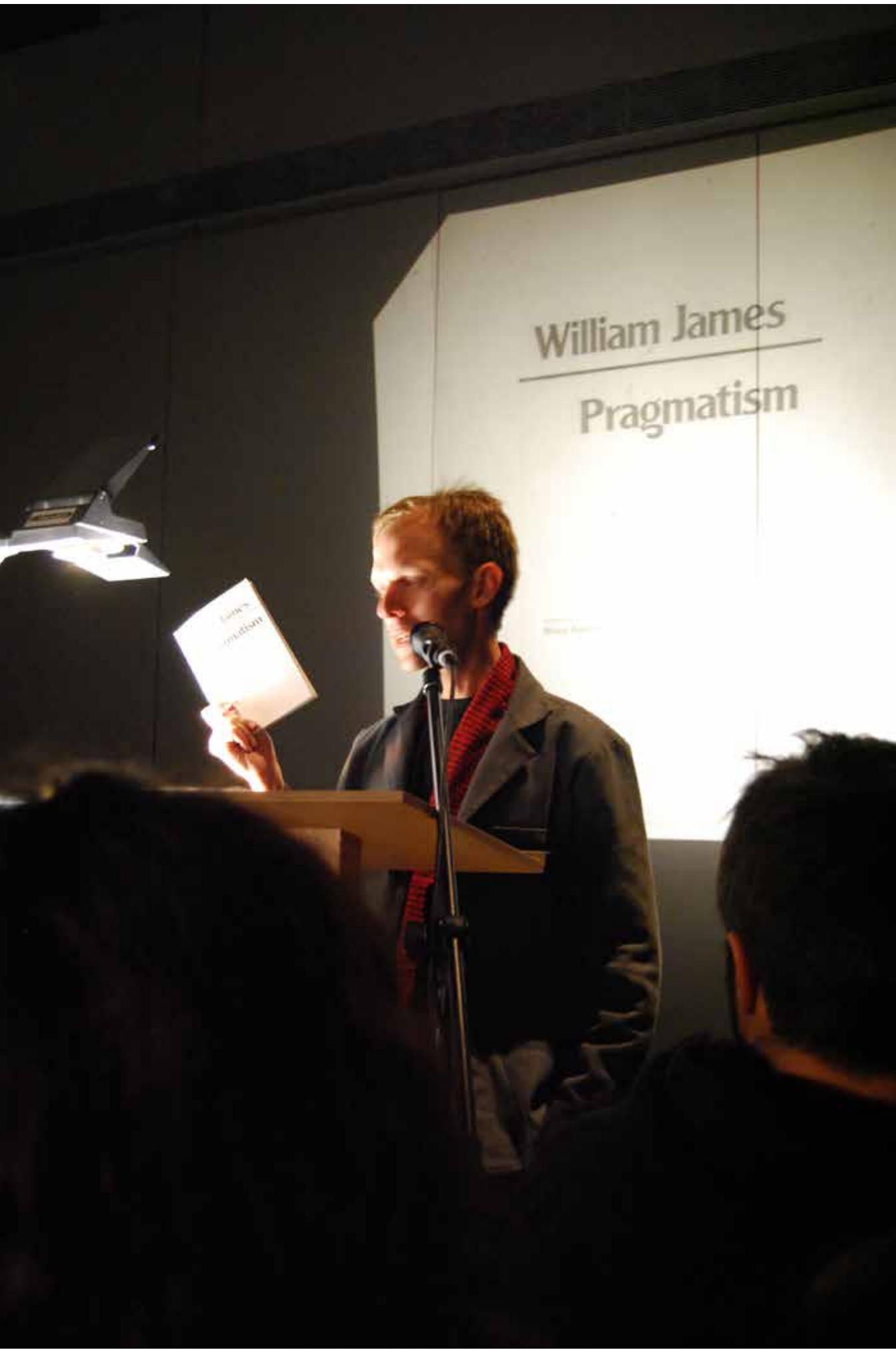


Dot Dot Dot 15 (2006)





Dot Dot Dot 16, produced in the context of True Mirror, Dexter Sinister's project for the Whitney Museum of Art Biennial (2008)



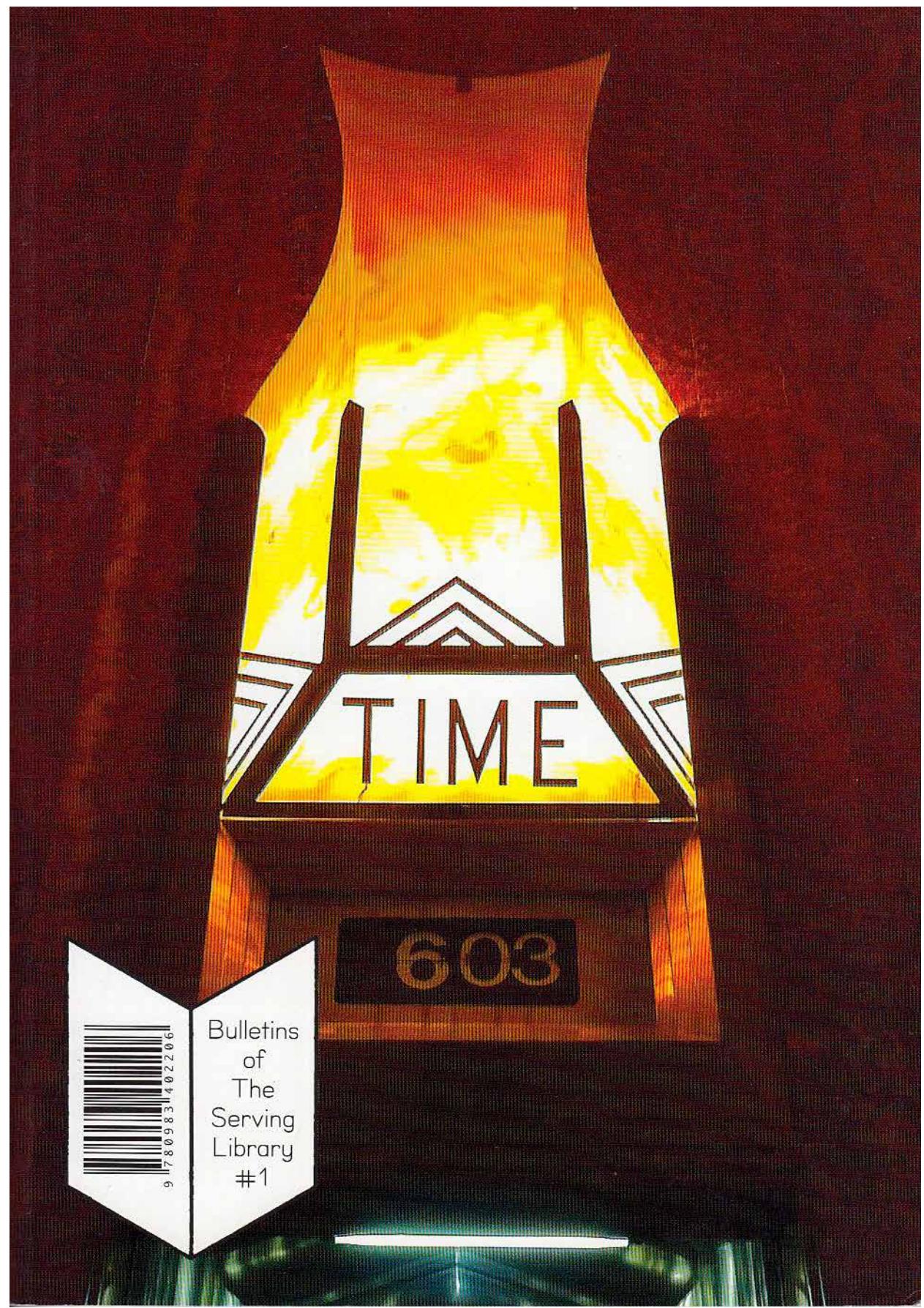
DOT DOT DOT 17 (read) (spoken) (delivered)  
from two (lecterns) (supports) (props) at  
the Embankment Galleries, Somerset House,  
London on 29/30/31 October 2008 in advance  
of being (transcribed) (translated) (transfixed)  
and returned at the close of the exhibition  
(multiplied) (published) (distributed) on  
21 December 2008.

##### 5. The Serving Library

The Serving Library is a cooperatively-built archive that assembles itself by publishing. It consists of 1. an ambitious public website; 2. a small physical library space; 3. a publishing program which runs through #1 and #2. The Serving Library Company, Inc. is a non-profit organization in the state of New York co-founded by Angie Keefer, Stuart Bertolotti-Bailey, and David Reinfurt. Curator Francesca Bertolotti-Bailey joined the project in 2015.

Currently, the project consists of a central website which releases commissioned texts as bite-sized “bulletin” PDFs for free download; as an archive of framed objects and bound books which has been shown in Europe, Canada and the United States, and now is in residence in Liverpool, UK; and as a printed journal produced by Roma publications.

<http://www.servinglibrary.org>





A screenshot of the The Serving Library website from January 2010. The page features a header with the URL "servinglibrary.org" and a timestamp "2010 JAN 22 2:52:49 PM". Below the header is a navigation menu with links to "Introduction", "Publication / Programs", and "Collection". The main content area includes several items: a logo for "LUX ET VERITAS" with Hebrew and Latin text; a graphic of a six-pointed star; a digital clock showing "00:00:00"; a portrait of a man; a photograph of a person's face; a geometric diagram of a cube; and a small text link. The footer contains copyright information and links to "Bruce Sterling: THE LIFE AND DEATH OF MEDIA" and "Dexter Sinister: A NOTE ON THE TYPE".

Left: Bulletins of The Serving Library #1 journal, back cover. Above: The Serving Library website (2010)

## 5. The Serving Library

Introduction — Publication / Programs / Collection

2018 JAN 22 2:55:55 PM

Bruce Sterling: THE LIFE AND DEATH OF MEDIA

Listen to the following, all you digital hipsters. This is Jacqueline Goddard speaking in January 1995. Jacqueline was born in 1911, and she was one of the 20th century's great icons of bohemian femininity. Man Ray photographed her in Paris in 1930, and if we can manage it without being sued by the Juliet Man Ray Trust, we're gonna put brother Man Ray's knock-you-down-and-stomp-you-gorgeous image of Jacqueline up on our vaporware Website someday. She may be the patron saint of this effort.

[Download PDF](#)

The-Life-and-Death-of-Media.pdf (page 1 of 16)

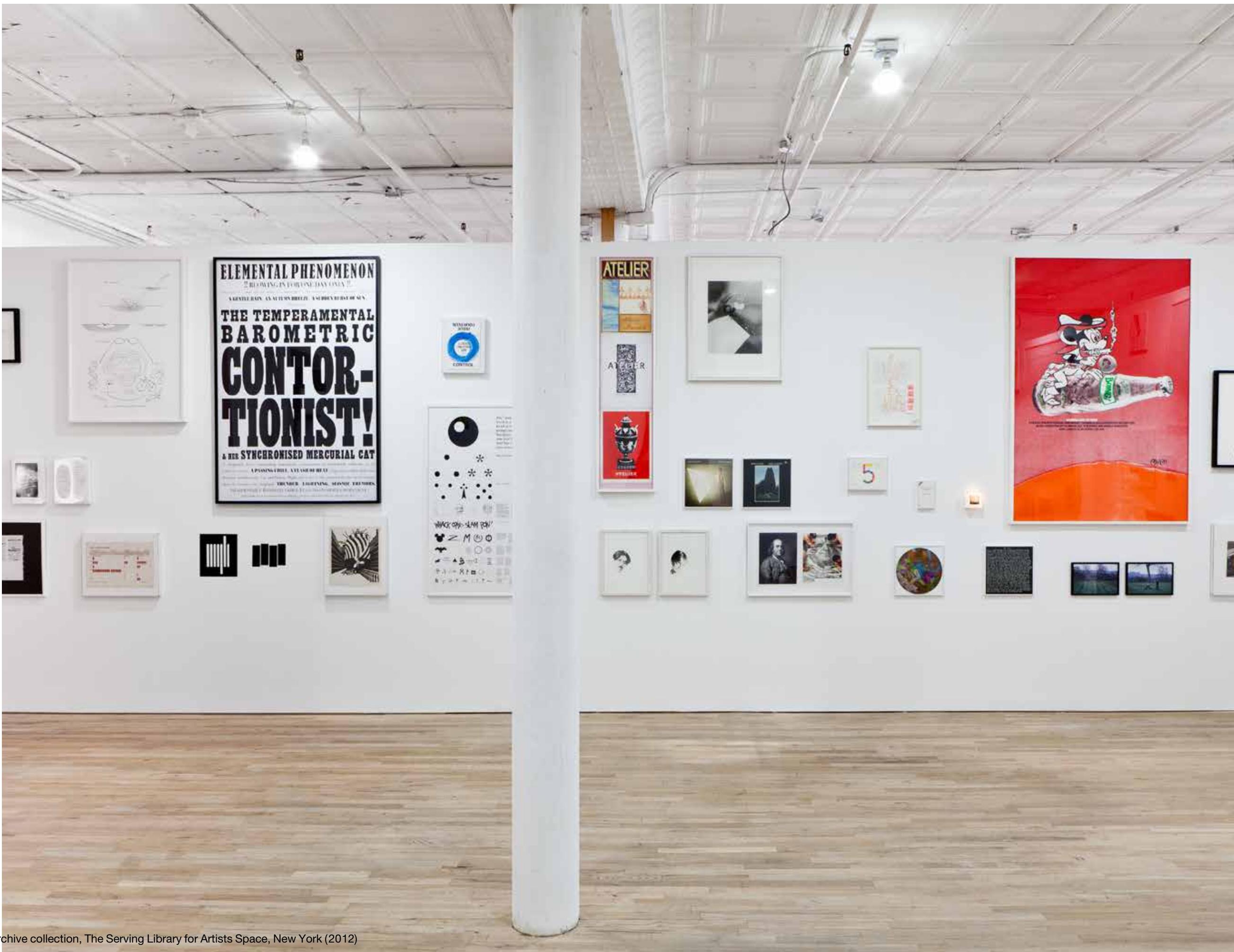
BoTSL#1 2018 JAN 22 2:56 PM

The screenshot shows a web browser window with the URL [servinglibrary.org/time](http://servinglibrary.org/time) in the address bar. The page title is "Introduction — Publication / Programs / Collection". Below the title, a section titled "\* Recently Served \*" lists numerous documents with their titles and download URLs. A large portion of the list is circled with a red marker, highlighting specific entries. The list includes titles such as "REAL-REVIEW", "I-AM-A-HANDLE", "LOST-LIBRARIES", "NELL", "AUDIO-ANNOTATIONS", "FOR-X", "A-DEFINITE-INTUITION", "IN-BLACK-AND-WHITE", "AXIS-THINKING", "A-NOTE-ON-THE-TYPE", "SEIZURE", "P-E-R-S-E-V-E-R-E", "THE-LIFE-AND-DEATH-OF-MEDIA", "LOST-LIBRARIES", "THE-INTERFACE-SERIES", "THE-COLORS-WE-SEE", "AN-OCTOPUS-IN-PLAN-VIEW", "CENSORSHIP-NOW", "AGAINST-ORDINARY-LANGUAGE--THE-LANGUAGE-OF-THE-BODY", "THE-INTERFACE-SERIES", "FUTURES", "HOW-TO-BEHAVE-BETTER", "SEIZURE", "AN-OCTOPUS-IN-PLAN-VIEW", "G-E-S-T-A-L-T", "LOST-LIBRARIES", and "PROCEDURAL". The date and time of each download are also listed.

Introduction — Publication / Programs / Collection

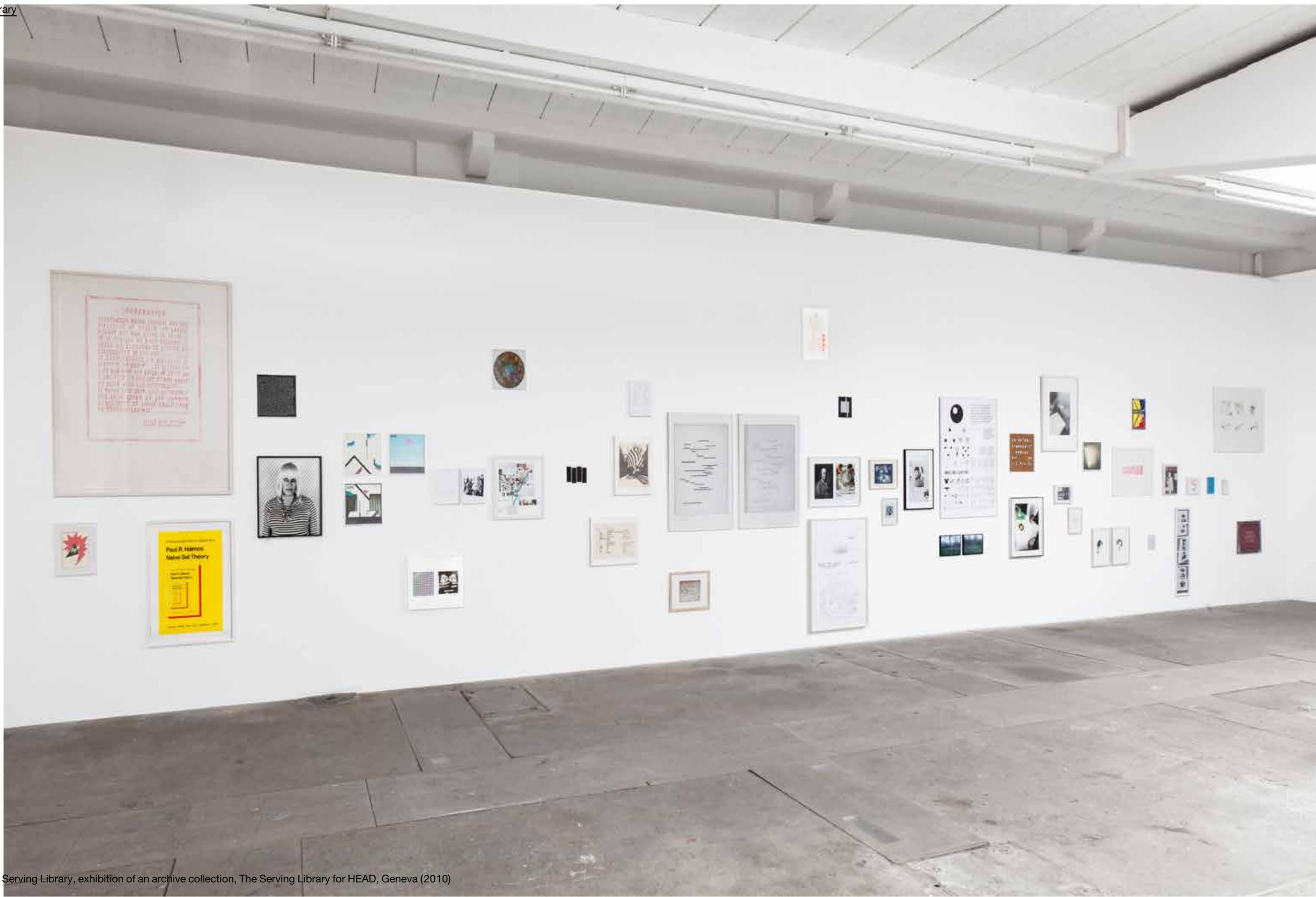
\* Recently Served \*

Jack Self: REAL-REVIEW by 78.139.6.123 at 2018 JAN 23 1:32 AM  
Rob Giampietro: I-AM-A-HANDLE by 136.24.49.213 at 2018 JAN 23 1:26 AM  
Abigail Reynolds: LOST-LIBRARIES by 104.162.126.66 at 2018 JAN 23 1:18 AM  
Anne Carson: NELL by 74.91.29.68 at 2018 JAN 22 11:03 PM  
Anne Carson: NELL by 74.91.29.68 at 2018 JAN 22 11:01 PM  
Anne Carson: NELL by 74.91.29.68 at 2018 JAN 22 11:00 PM  
Junior Aspirin Records: AUDIO-ANNOTATIONS by 81.235.139.67 at 2018 JAN 22 10:46 PM  
Francis McKee: FOR-X by 81.235.139.67 at 2018 JAN 22 10:45 PM  
Philip Ording: A-DEFINITE-INTUITION by 81.235.139.67 at 2018 JAN 22 10:45 PM  
: by 109.102.111.84 at 2018 JAN 22 7:23 PM  
: by 174.192.28.146 at 2018 JAN 22 6:57 PM  
: by 24.34.131.13 at 2018 JAN 22 6:57 PM  
: by 24.34.131.13 at 2018 JAN 22 6:57 PM  
Lucy Mulroney: I'D-RECOGNIZE-YOUR-VOICE-ANYWHERE by 24.34.131.13 at 2018 JAN 22 6:57 PM  
Hilton Als: IN-BLACK-AND-WHITE by 73.165.77.219 at 2018 JAN 22 5:04 PM  
Anne Carson: NELL by 108.21.58.96 at 2018 JAN 22 4:35 PM  
Brian Eno: AXIS-THINKING by 92.109.1.80 at 2018 JAN 22 3:54 PM  
Dexter Sinister: A-NOTE-ON-THE-TYPE by 69.202.192.24 at 2018 JAN 22 3:33 PM  
Patrick Staff: SEIZURE by 73.110.37.250 at 2018 JAN 22 2:59 PM  
Tauba Auerbach: P-E-R-S-E-V-E-R-E by 73.110.37.250 at 2018 JAN 22 2:58 PM  
Bruce Sterling: THE-LIFE-AND-DEATH-OF-MEDIA by 69.202.192.24 at 2018 JAN 22 2:56 PM  
Abigail Reynolds: LOST-LIBRARIES by 70.123.6.29 at 2018 JAN 22 2:21 PM  
9mother9horse9eyes9: THE-INTERFACE-SERIES by 84.168.209.69 at 2018 JAN 22 1:37 PM  
9mother9horse9eyes9: THE-INTERFACE-SERIES by 186.54.184.217 at 2018 JAN 22 1:18 PM  
Umberto Eco: THE-COLORS-WE-SEE by 64.183.43.49 at 2018 JAN 22 12:41 PM  
Angie Keefer: AN-OCTOPUS-IN-PLAN-VIEW by 145.24.232.230 at 2018 JAN 22 12:37 PM  
Frances Stark: CENSORSHIP-NOW by 99.230.203.54 at 2018 JAN 22 12:05 PM  
Kathy Acker: AGAINST-ORDINARY-LANGUAGE--THE-LANGUAGE-OF-THE-BODY by 73.219.140.168 at 2018 JAN 22 12:02 PM  
: by 87.214.61.52 at 2018 JAN 22 11:04 AM  
: by 87.214.61.52 at 2018 JAN 22 11:04 AM  
9mother9horse9eyes9: THE-INTERFACE-SERIES by 90.92.89.80 at 2018 JAN 22 10:06 AM  
Angie Keefer: FUTURES by 100.38.26.230 at 2018 JAN 22 9:22 AM  
: by 87.214.61.52 at 2018 JAN 22 8:23 AM  
: by 87.214.61.52 at 2018 JAN 22 8:23 AM  
Hilton Als: IN-BLACK-AND-WHITE by 87.77.223.244 at 2018 JAN 22 7:50 AM  
Anthony Huberman: HOW-TO-BEHAVE-BETTER by 194.81.29.169 at 2018 JAN 22 7:34 AM  
Patrick Staff: SEIZURE by 193.137.236.185 at 2018 JAN 22 5:14 AM  
Angie Keefer: AN-OCTOPUS-IN-PLAN-VIEW by 145.24.232.46 at 2018 JAN 22 4:08 AM  
David Reinfurt: G-E-S-T-A-L-T by 130.233.16.30 at 2018 JAN 22 3:53 AM  
Abigail Reynolds: LOST-LIBRARIES by 158.181.73.65 at 2018 JAN 22 3:01 AM  
Stuart Bailey: PROCEDURAL by 1.215.241.90 at 2018 JAN 22 12:24 AM  
Kathy Acker: AGAINST-ORDINARY-LANGUAGE--THE-LANGUAGE-OF-THE-BODY by 148.75.67.115 at 2018 JAN 21 10:13 PM

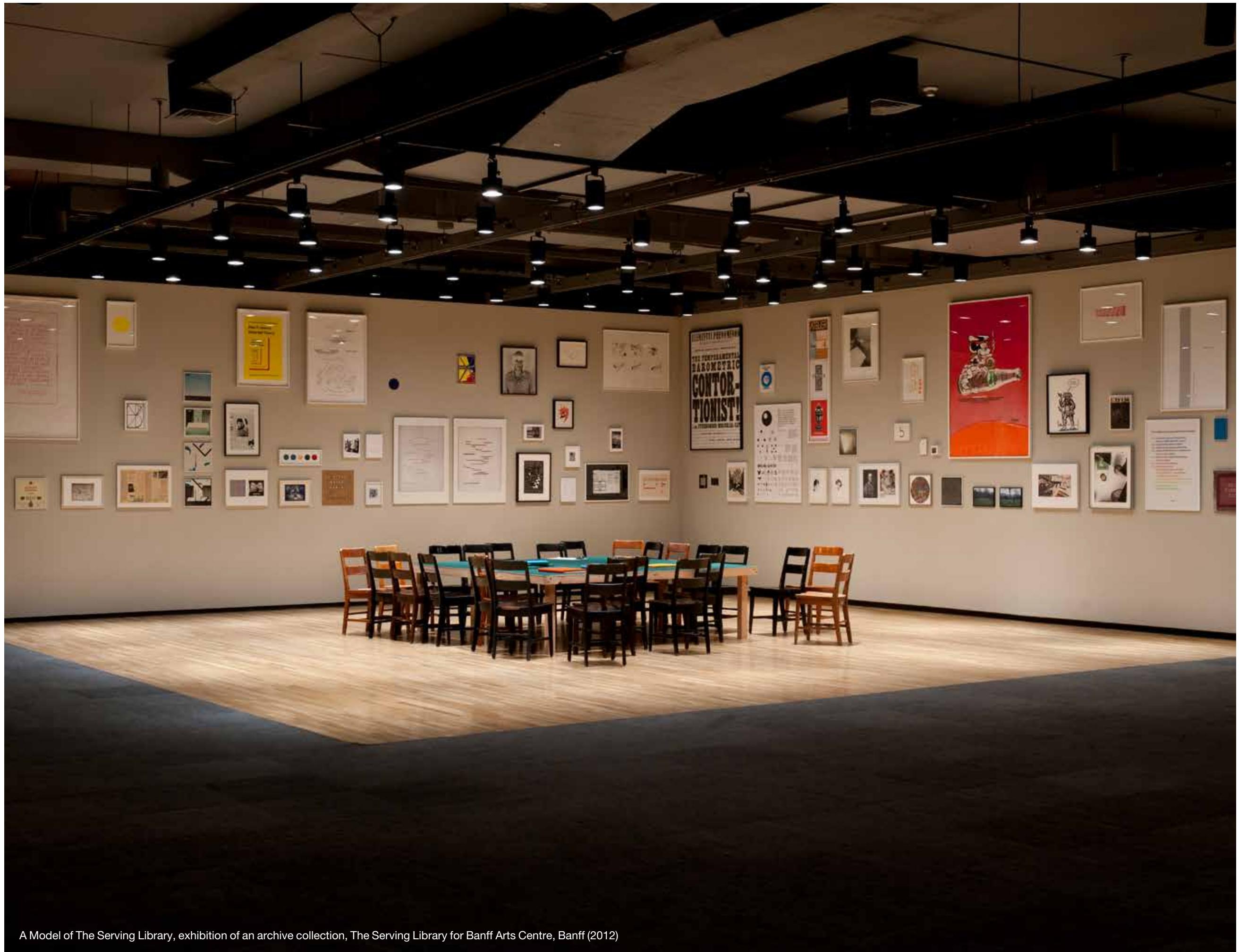


A Model of The Serving Library, exhibition of an archive collection, The Serving Library for Artists Space, New York (2012)

5. The Serving Library



A Model of The Serving Library, exhibition of an archive collection, The Serving Library for HEAD, Geneva (2010)



A Model of The Serving Library, exhibition of an archive collection, The Serving Library for Banff Arts Centre, Banff (2012)

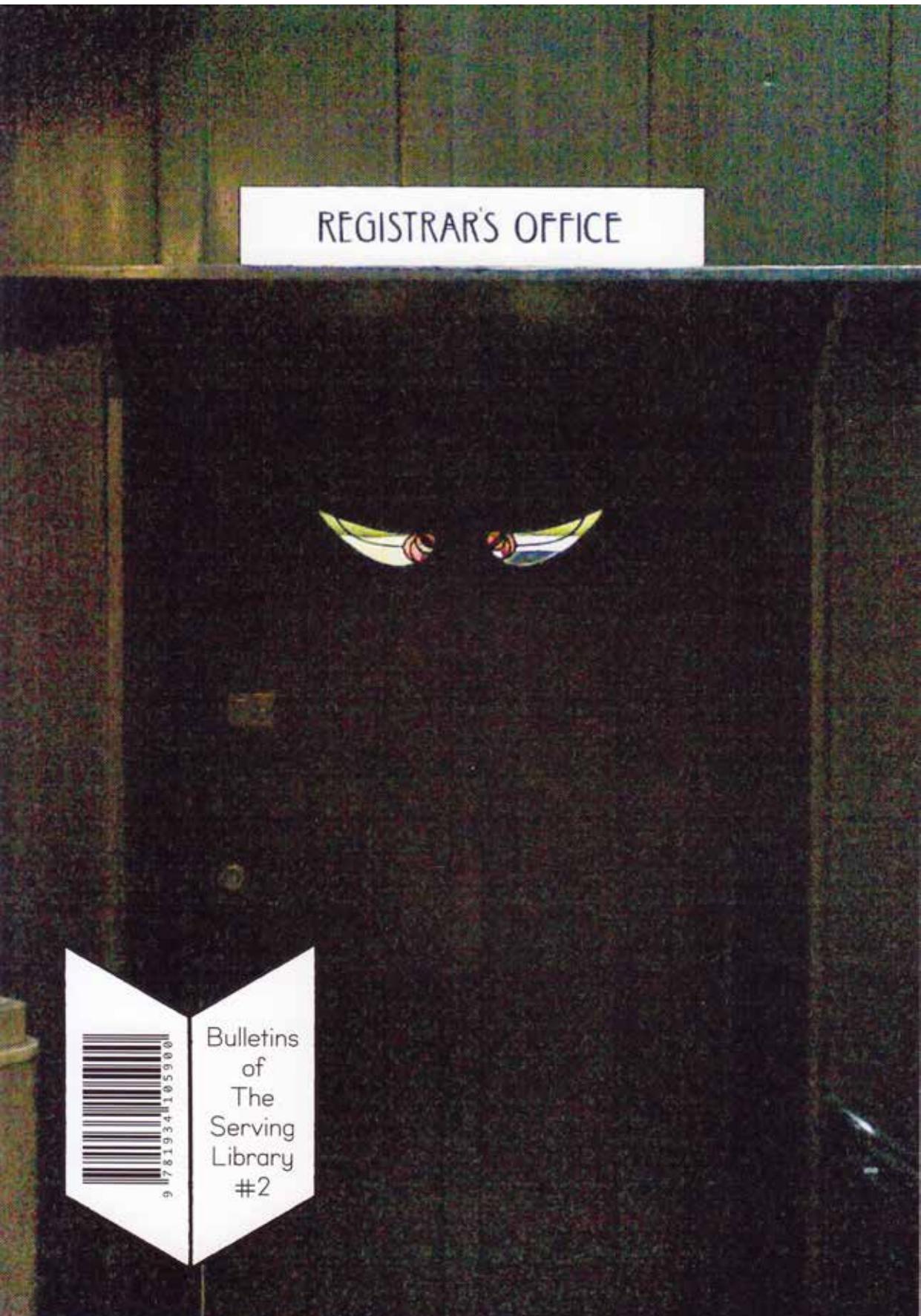
5. The Serving Library



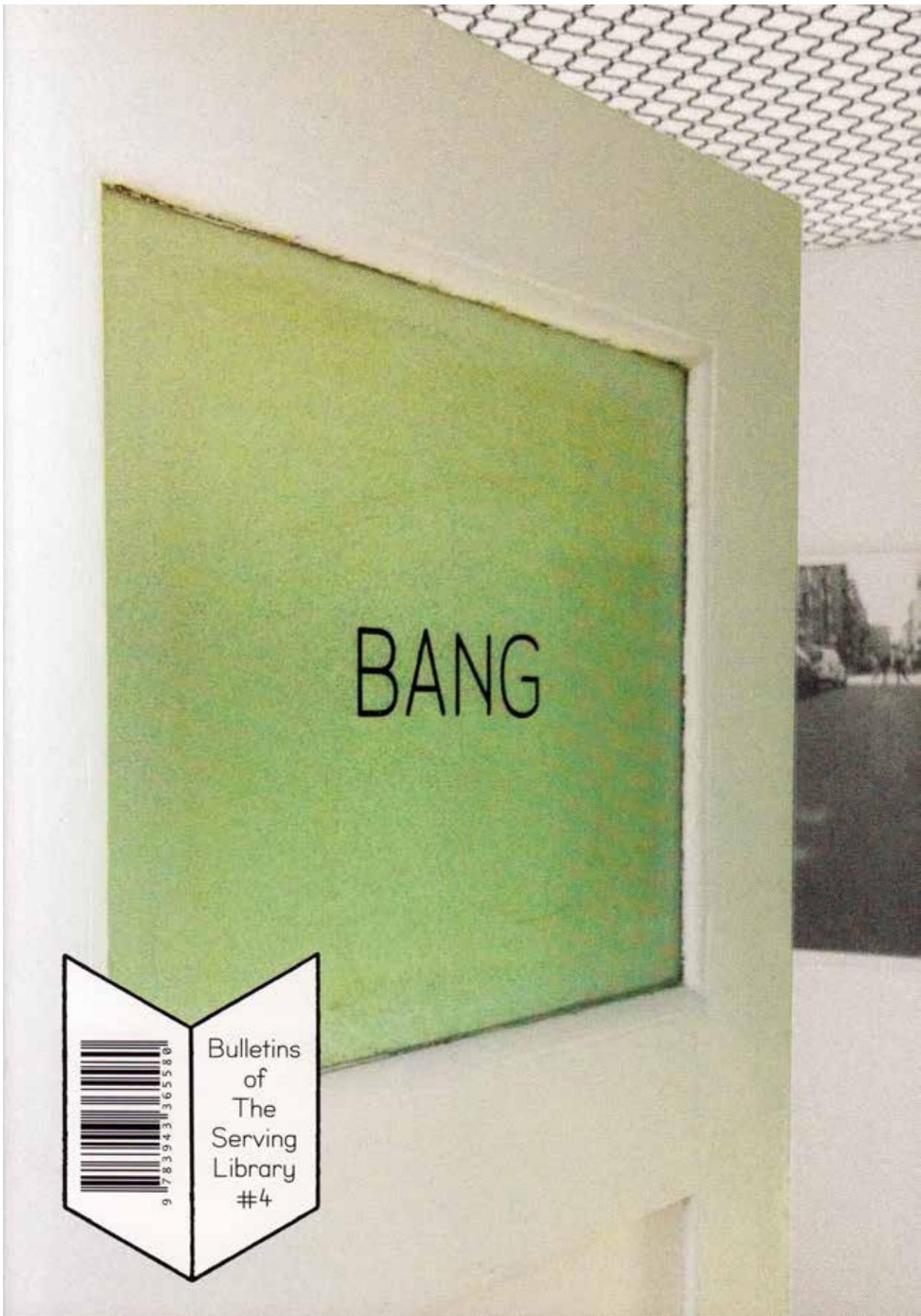
A Model of The Serving Library, exhibition of an archive collection, architecture by Claude Parent, Tate Liverpool (2014)



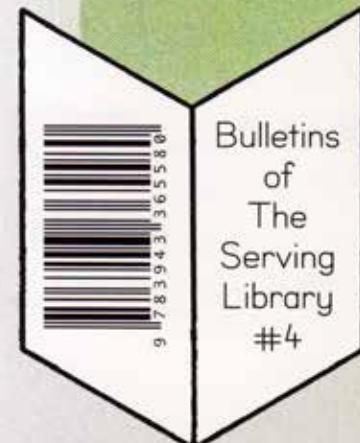




REGISTRAR'S OFFICE



BANG

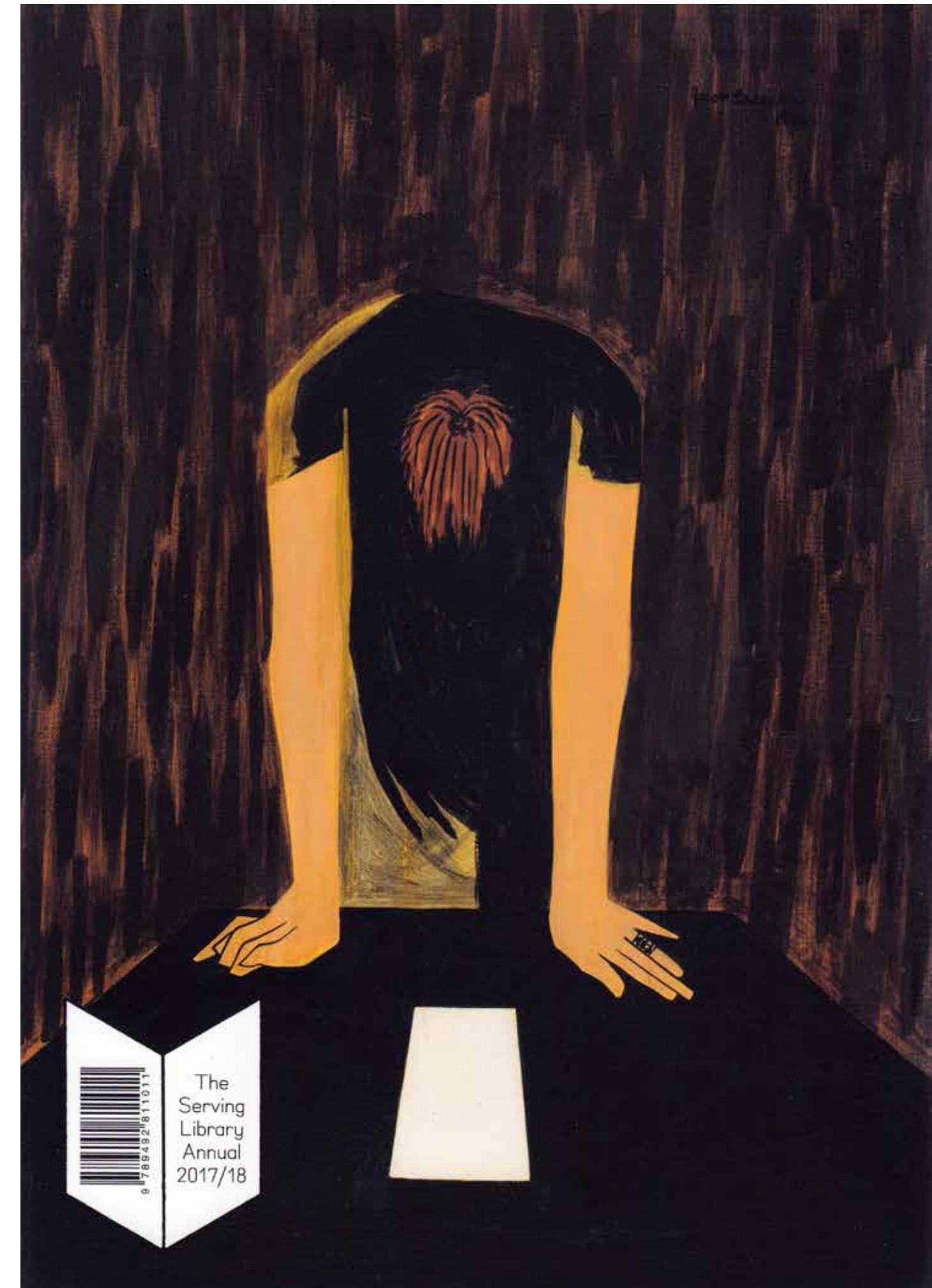


Bulletins of The Serving Library #2 journal (2011)

Bulletins of The Serving Library #4 journal (2012)



Above: Bulletins of The Serving Library #7 journal (2013). Right: The Serving Library Annual journal (2017)



## 6. Meta-the-difference-between-the-two-font

Meta-the-difference-between-the-two-font is a custom software based on a previous digital typography tool called Metafont. Designed by Stanford computer science professor Donald Knuth in 1979 with typographic consulting from Herman Zapf, Metafont operates with the underlying idea of a typographic skeleton for each letter which is traced by a software pen to produce a nearly infinite series of fonts whose essential DNA is equivalent even while their outer forms are varied. Metafont was complicated to use and so never widely embraced. In the meantime, the software had fallen into neglect and disrepair.

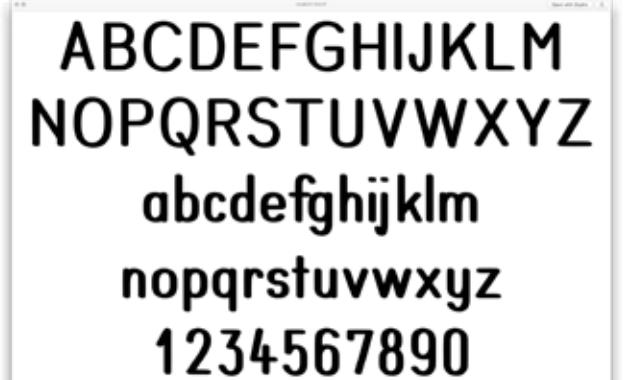
Dexter Sinister's Meta-the-difference-between-the-two-font updates Knuth's Metafont to run on contemporary computers and outputs standard outline font formats. The new version also offers new geometry for the fundamental lettershapes and fully parameterizes control to allow the fonts to change, morph, and animate gracefully over time.



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



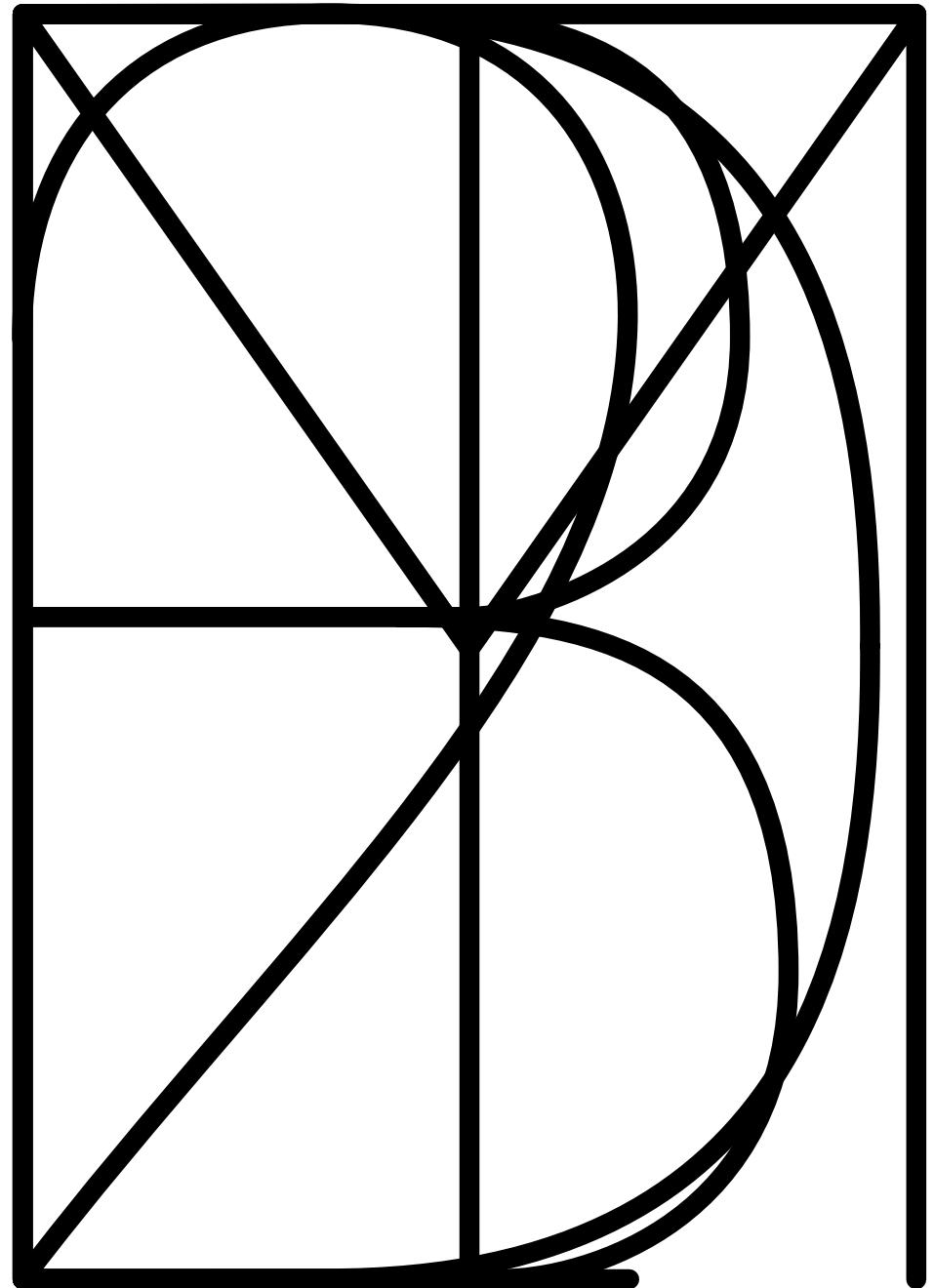
ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



ABCDEF~~GHIJKL~~M  
NOPQRSTU~~VW~~X~~YZ~~  
~~a~~bcd~~e~~fghijklm  
~~n~~opqrstu~~v~~wxyz  
1234567890



BoTSL #1 2018 JAN 22 3:33 PM

Dexter Sinister: A NOTE ON THE TYPE

PEN = 0, 1, 1, 0, WEIGHT = 100, SLANT = 0, SUPERNESS = 0.75,  
 CURLYNESSE = 0:

This is Meta-the-difference-between-the-two-Font, a typeface designed by Dexter Sinister in 2010, and derived using MetaFont, the now-thirty-year-old computer typography system programmed by Donald Knuth in 1979.

MetaFont is both a programming language and its own interpreter, a swift trick where it first provides a vocabulary and then decodes its syntax back to the native binary machine language of 1s and 0s. Knuth originally intended MetaFont as a helper application for TeX, the computer typesetting system he created to facilitate high-quality typography directly by authors. Donald Knuth, a Stanford professor and author of the multi-volume computer science “Bible” *The Art of Computer Programming* (1971), was dismayed on receiving galley proofs for the second edition of his book. The publisher had just switched from traditional hot metal typesetting to a digital system and the typographic quality was far worse than the original 1971 edition. Knuth figured that setting letters on a page was simply a matter of ink or no-ink, on or off, 1 or 0, and therefore a perfect problem for the computer. He planned on spending a six-month sabbatical writing a typesetting program and produced (almost 10 years later) the near-ubiquitous (in mathematics and science publishing, anyway) computer typesetting program, TeX. MetaFont was designed from the start as TeX’s manual assistant and faithful servant, producing as required the high-quality fonts at whatever size and shape on command.

MetaFont was also intended as a tool for designing new typefaces on its own. As MetaFont was programmed by Knuth, a mathematician, the resulting typographic design method relies on equations (multi-variable algebra and a bit of vector arithmetic) to specify letterforms and computer code to compile these instructions into a usable font—all of which is more the native province of mathematicians than type designers.

In the American Mathematical Society’s prestigious Josiah Willard Gibbs Lecture of July 4, 1978, Knuth gave a talk titled “Mathematical Typography,” and suggested that, “We may conclude that a mathematical approach to the design of alphabets does not eliminate the artists who

Dexter Sinister: A NOTE ON THE TYPE

have been doing the job for so many years.” True enough, but the relatively steep technical slope of using MetaFont for type designers combined with the limited interest in making typefaces by mathematicians has resulted in only several handfuls of MetaFonts being produced over the last thirty years. As such, scant documentation and support exists for someone trying to create a MetaFont today.

OK, let’s change the parameters of what you have been reading by setting the following excerpt from a lecture by Bruno Latour titled “What is the Style of Matters of Concern?” (2005) in Meta-the-difference-between-the-two-Font with PEN = 0, 1, 1, 30, WEIGHT = 25, SLANT = -0.1, SUPERNESS = 0.75, CURLYNESSE = 30. Like so:

Imagine the following scene: you are trying to build a bridge over a rather tumultuous river. Let’s say that one bank of this river is the “social” and the other, far away, inaccessible, separated by a violent current, by many eddies and dangerous rapids, is the “natural.” Now suppose that, instead of trying to cross this river and build this bridge, you decide instead to GO WITH THE FLOW, that is, to get involved in a bit of canoeing, kayaking or rafting. Then the absence of a bridge is not such a problem. What counts is your ability to equip yourself with the right paraphernalia so that you can go down the river without drowning yourself. You might be scared to get into the turbulent river, you might regret the task of bridge building, but you will probably agree that the two riverbanks are bound to look rather different once you apprehend both of them from the point of view of such a kayaking movement forward. This flowing lateral direction, turned at 90° from the obsessive question of bridge building, is, if I am not mistaken, what William James has called “pure experience.”

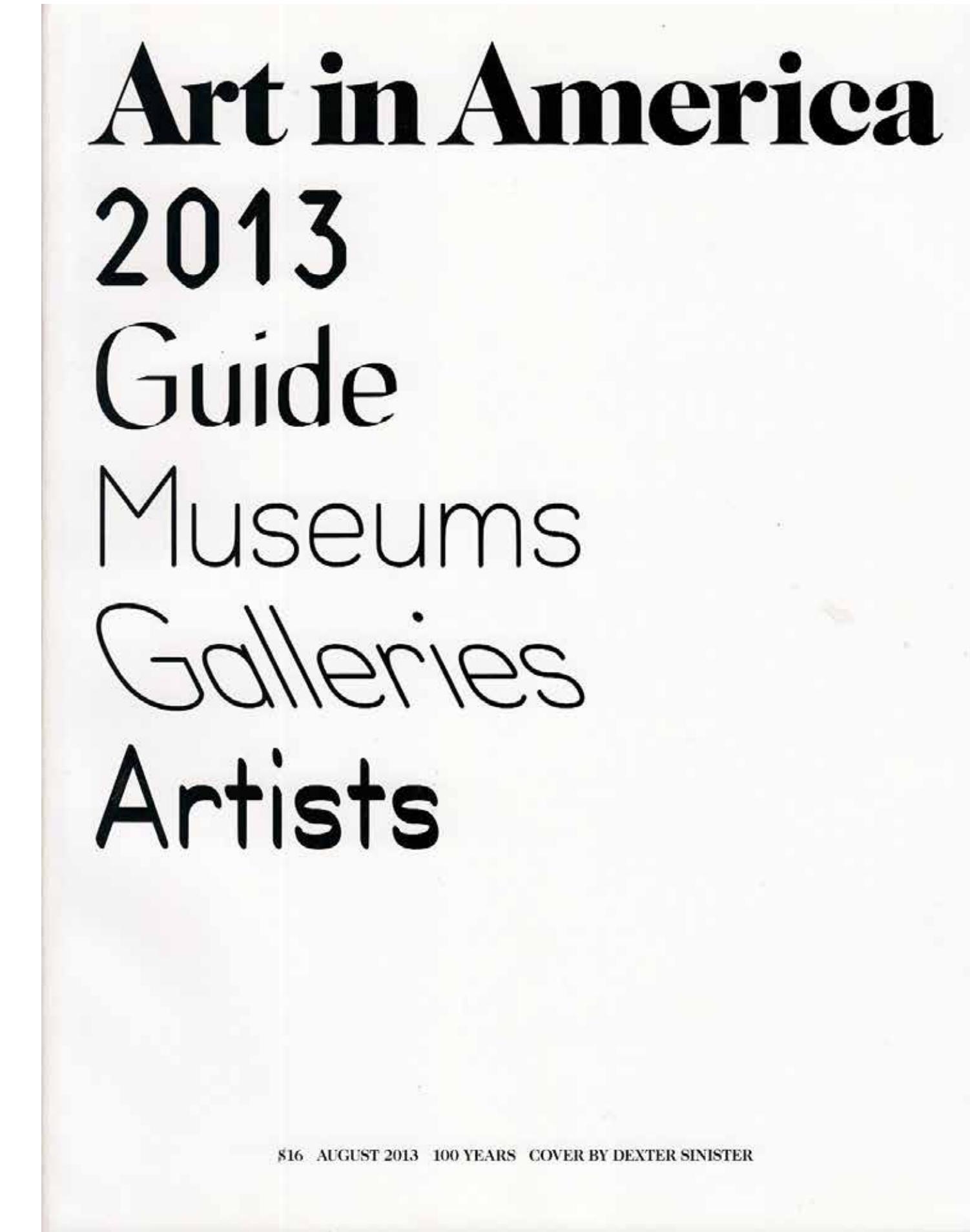
What I invite you to participate in is a little bout of kayaking, or rafting—and also, I am afraid, a bit of drifting. My question is: what will happen if, instead of trying to bridge the distance between words and worlds, we were trying to move sideways along with the various elements that appear to go in the same direction? What would happen to the “senseless hurrying of matter” called nature if we were to go in the same direction? Would it be as senseless as before? What would happen to the so-called secondary qualities if they were viewed as



The Curse of Bigness, font as artwork in exhibition and used for its signage, Dexter Sinister for Queens Museum (2010)

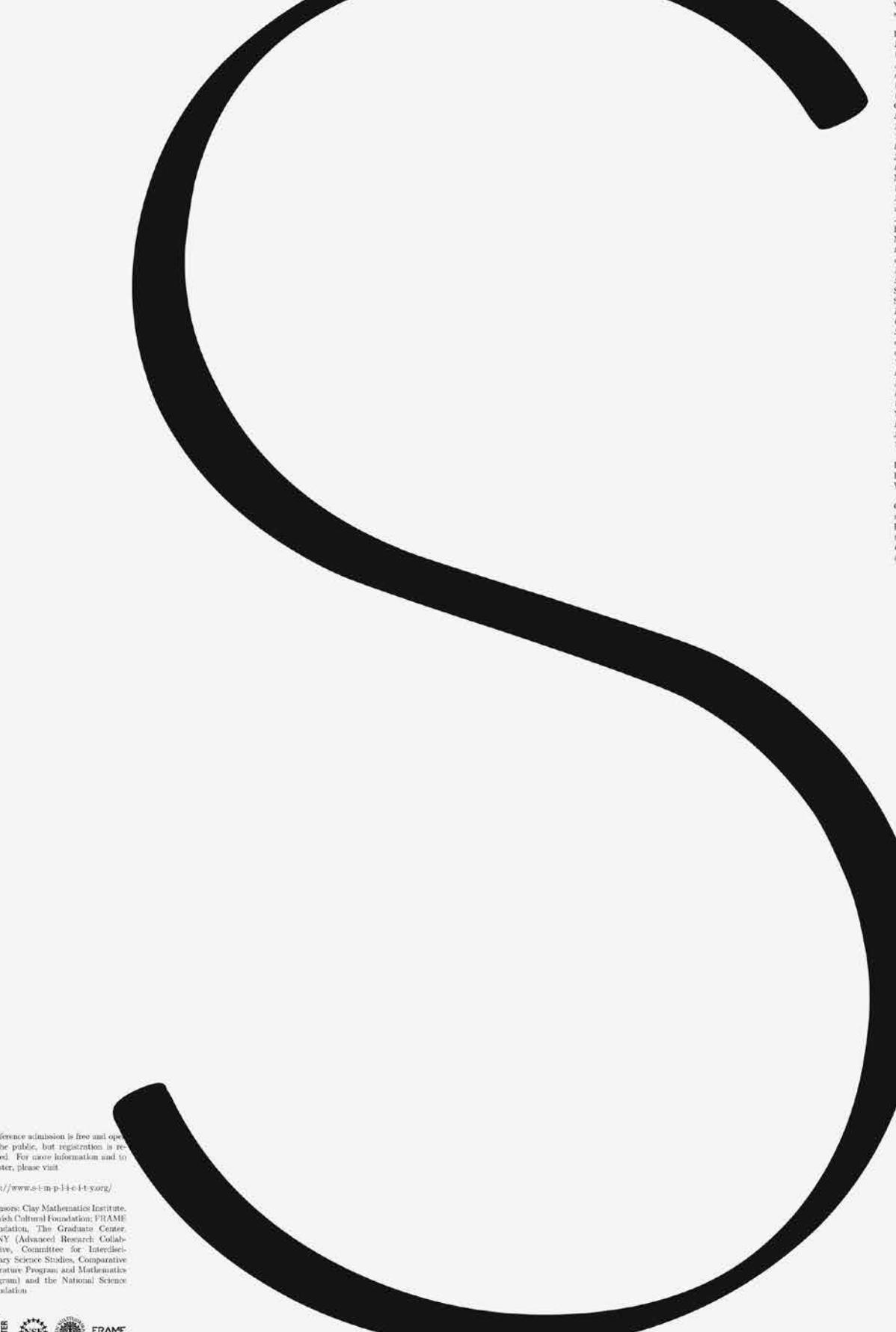


The Curse of Bigness, exhibition catalog with Meta-the-difference-between-the-two-font, Dexter Sinister for Queens Museum (2010)



Simplicity: Ideals of Practice  
in Mathematics & the Arts

A Conference at the Graduate Center  
City University of New York  
April 5-5, 2013  
Prishansky Auditorium  
365 Fifth Avenue  
New York, NY



Conference admission is free and open  
to the public, but registration is re-  
quired. For more information and to  
register, please visit

<http://www.a-i-m-p-i-e-i-y.org/>

Sponsors: Clay Mathematics Institute,  
Finnish Cultural Foundation; FRAME  
Foundation, The Graduate Center,  
CUNY (Advanced Research Collaborative,  
Committee for Interdisciplinary Science Studies, Comparative  
Literature Program and Mathematics  
Program) and the National Science  
Foundation



Simplicity, Ideals of Practice in Mathematics and the Arts, conference poster with custom font (2013)

This multidisciplinary conference aims  
to uncover criteria of simplicity in  
mathematics that are informed by per-  
spectives from art and architecture,  
the philosophy and history of mathe-  
matics, and current mathematical  
practice. Each day of this conference  
will feature talks, roundtable discus-  
sions and film screenings.

Invited participants: Andrew Arana,  
*Philosophy, University of Illinois at Urbana-Champaign*, Rachael DeLise,  
*Art & Archaeology, Princeton University*,  
Amy Infanger, *Philosophy, Boston University*, Chris Franks, *Philosophy,  
University of Notre Dame*, Etienne  
Ghys, *Mathematics, École Normale  
Supérieure, Lyon*, Michael Gutzov,  
*Mathematics, IHES, Paris* and *New  
York University*, Roza Le取牛ff, *Phi-  
losophy, Utrecht University*, Hanna  
Johansson, *Philosophy, History, Culture  
& Art Studies, University of Helsinki*,  
Maryam Mirzakhani, *Mathematics,  
University of Chicago*, Dusa McDuff,  
*Mathematics, Barnard College, Col-  
umbia University*, Juhani Pallasmaa,  
*Juhani Pallasmaa Architects, Helsinki*,  
David Reimann, *designer, New York*,  
Marta Solana, *Philosophy, Com-  
parative Art, Helsinki*, Amy Sanderson,  
*art historian, New York*, Peter Sarnak,  
*Mathematics, Institute for Advanced  
Study and Princeton University*, Kate  
Shepherd, *artist, New York*, Rikka  
Stewen, *Finnish Academy of Fine Arts,  
Helsinki*, Dennis Sullivan, *Mathematics,  
Graduate Center, CUNY and SUNY at  
Stony Brook*, Andrés Villaveces, *Math-  
ematics, National University of  
Colombia, Bogotá*, Dan Walsh, *artist, New  
York*, Stephen Wolfram, *Wolfram Re-  
search, Champaign IL*, Hugh Woodin,  
*Mathematics, University of California,  
Berkeley*, Andrea Wora, *Art History,  
University of Austria*, Noura Zlada  
Yousef Nassef, *Cognitive Neuroscience  
Laboratory, Aix-Marseille University*,  
Jan Zwicky, *Philosophy, University of  
Victoria*.

Film program: Andy Goldsworthy,  
David Hammons, Richard Serra, Andy  
Warhol and William Wegman

Organizers: Juliette Kennedy, *Math-  
ematics, University of Helsinki*, Rousan  
Kossak, *Mathematics, Graduate Cen-  
ter and Bronx Community College,  
CUNY* and Philip Ording, *Mathemat-  
ics, Mepha Evers College, CUNY*

On the Infinite:  
An Interdisciplinary Symposium

Lectures by and conversations among  
mathematicians, artists, art historians,  
philosophers, and architects, accompa-  
nied by an exhibition of the work of the  
sculptor Fred Sandback.

Institute Henri Poincaré  
11, rue Pierre et Marie Curie  
Paris 75005  
October 18–21, 2017

Conference admission is free and open  
to the public, but registration is re-  
commended. For more information and  
to register, please visit

<http://www.i-n-f-i-n-i-t-y.org/>

Sponsors: Institut Français de  
Finlande; University of Helsinki;  
Matematiikan Rahasto of the Finnish  
Academy of Science and Letters;  
Institute Henri Poincaré, European  
Research Council; Magnus Ehrnrooth  
Foundation.



Infinity, An Interdisciplinary Symposium, conference poster with custom font (2017)

Infinity: the break in the horizon,  
the 'what cannot be counted', bound-  
less, bottomless, eternal, infinite  
and absolute. The infinite encloses  
physical space; the infinite holds  
time within itself. Set theorists  
have developed a vast mathematical  
theory of the infinite, while at the  
same time the concept of infinity has  
permeated other areas of culture. In  
this four-day interdisciplinary sym-  
posium we juxtapose lectures by set  
theorists and other mathematicians  
with those by art historians, artists  
and philosophers, in an attempt to  
create a dialogue across cultures.

Invited participants: Yves André,  
mathematics, Paris VI, Andrew  
Arana philosophy, IHÉS Paris, Joan  
Bogaria mathematics, Barcelona,  
Emily Brady philosophy, Edinburgh,  
Maria Clara Cortés art and art  
history, Universidad Nacional de  
Colombia, Briony Fer art history,  
UCL, Sebastian Gaudet philosophy,  
Clermont-Ferrand, Wilfrid Hodges  
mathematics, QMUL emeritus, Hanna  
Johansson art history, Helsinki, Me-  
sach Magidor mathematics, Hebrew  
University, Maryam Mirzakhani  
mathematics, University of Chicago,  
Philip Ording mathematics, Sarah  
Lawrence College, Juhani Pallasmaa  
architecture, Helsinki, SMITH  
artist, Paris, John Steel mathematics,  
Berkeley, Valdimir Tasic mathematics,  
University of New Brunswick,  
Jean-Philippe Uzan CNRS, Institut  
d'Astrophysique de Paris, Andre  
Villaveces mathematics, Bogotá,  
Philip Welch mathematics, Bristol,  
Hugh Woodin mathematics and phi-  
losophy, Harvard

Exhibition: Fred Sandback at the  
Institut Henri Poincaré in the  
amphitheatre Hermite, IHP

Organizers: Michael Harris, Columbia  
University, Juliette Kennedy, Uni-  
versity of Helsinki, Bojan Velickovic,  
Paris Diderot University

LETTER & SPIRIT

of the font you're reading

This is the story

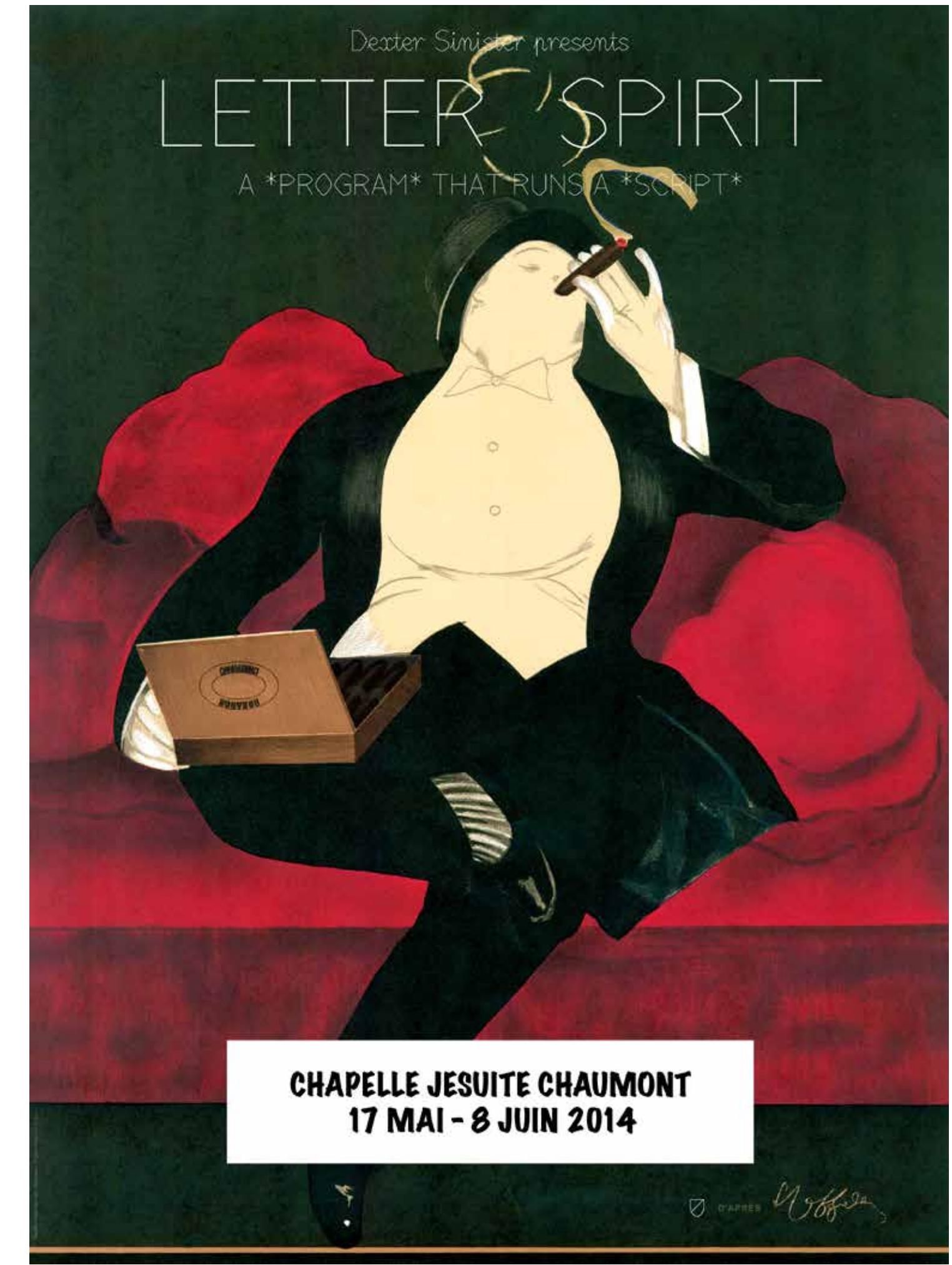
right \*now.\*

Made by Dexter Sinister in 2012,

of thinking about the alphabet,

the type draws on 500 years

**compressed here**



A0 4-color silkscreen poster for Letter & Spirit to announce a screening (2014)

KADIST

Dexter Sinister: A NOTE ON THE TIME

between-the-two engine. This runs on the www.kadist.org server, automatically producing new versions of the font once a week, regular as, umm, clockwork. This timed release is the regular tick-tick-tick of the RESONATOR. Finally, the DISPLAY is the actual KADIST logo, and its specific typographic form, at any one point in time of course.

Now, in order to guarantee that this 10-year speculation is allowed to run its course, we need to seal the deal by signing a contract to license the software. It is based on MIT's concise template, with certain pragmatic and poetic alterations to suit this case.

**Software © 2013, DEXTER SINISTER**  
Released under a modified MIT License

**Permission is hereby granted to KADIST ART FOUNDATION for 10 years from the counter-signed date of this license, having legally obtained a copy of this software and associated documentation files (the "Software"), to deal in the Software without restriction, including without limitation the rights to use, copy, or modify (but not merge, publish, distribute, sublicense, and/or sell copies of) the Software, subject to the following conditions:**

**The above copyright notice and this permission notice shall be included in all copies or substantial portions of the Software.**

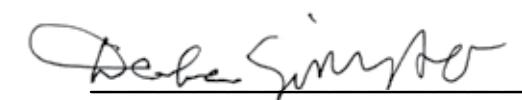
**The Software is provided "as is," without warranty of any kind, Express or implied, including but not limited to the warranties of Merchantability, fitness for a particular purpose and non-infringement. In no event shall the authors or copyright holders be liable for any claim, damages or other liability, whether in an action of contract, tort or otherwise, arising from, out of or in connection with the Software or the use or other dealings in the Software.**

**The Software relies on platforms and protocols that will inevitably change over the next 10 years, as the speed of technology continues to accelerate to near-terminal velocity. Nevertheless, every reasonable effort will be made in good faith by DEXTER SINISTER and KADIST ART FOUNDATION to maintain the Software over this time period.**

Dexter Sinister: A NOTE ON THE TIME

**Further, on signing and initiating this 10-year license, KADIST ART FOUNDATION asserts an up-front commitment to allowing this eventual process to run its course, without excessive concern as to the form of the logo at any one particular moment, and with willful disregard to the winds of fashion or the mandates of technology, but instead, to pledge and bond itself to the principle that slowness and attention are their own rewards.**

19 January 2013



DEXTER SINISTER



KADIST ART FOUNDATION



Kadist Art Foundation identity, painted sign, business card (2015)



6. Meta-the-difference-between-the-two-font

Kadist Art Foundation, business card (2016)



## 7. The Wattis Institute

The Wattis Institute for Contemporary Arts is connected with California College of Art but maintains an independent exhibition and public program—this distinction is historically important. Working intimately with director Anthony Huberman, I designed a graphic identity including website, printed matter, signs, electronic materials for an institute of contemporary art in San Francisco. The Wattis identity, as much as anything, is translated as a manner of speaking in complete sentences where excessive punctuation provides the graphic framework. Based on a previous working editorial relationship, the written voice was developed in close collaboration with the director as he was reinventing the institution. The graphics followed. Its setting in the Bay Area provided some cues for how to reconsider an art institution in the face of electronic networks, and the design uses programmatic idiosyncrasies to generate its forms. However, the identity relies on a specific tone of writing at least as much as it does on its graphic formats.

<http://www.wattis.org>

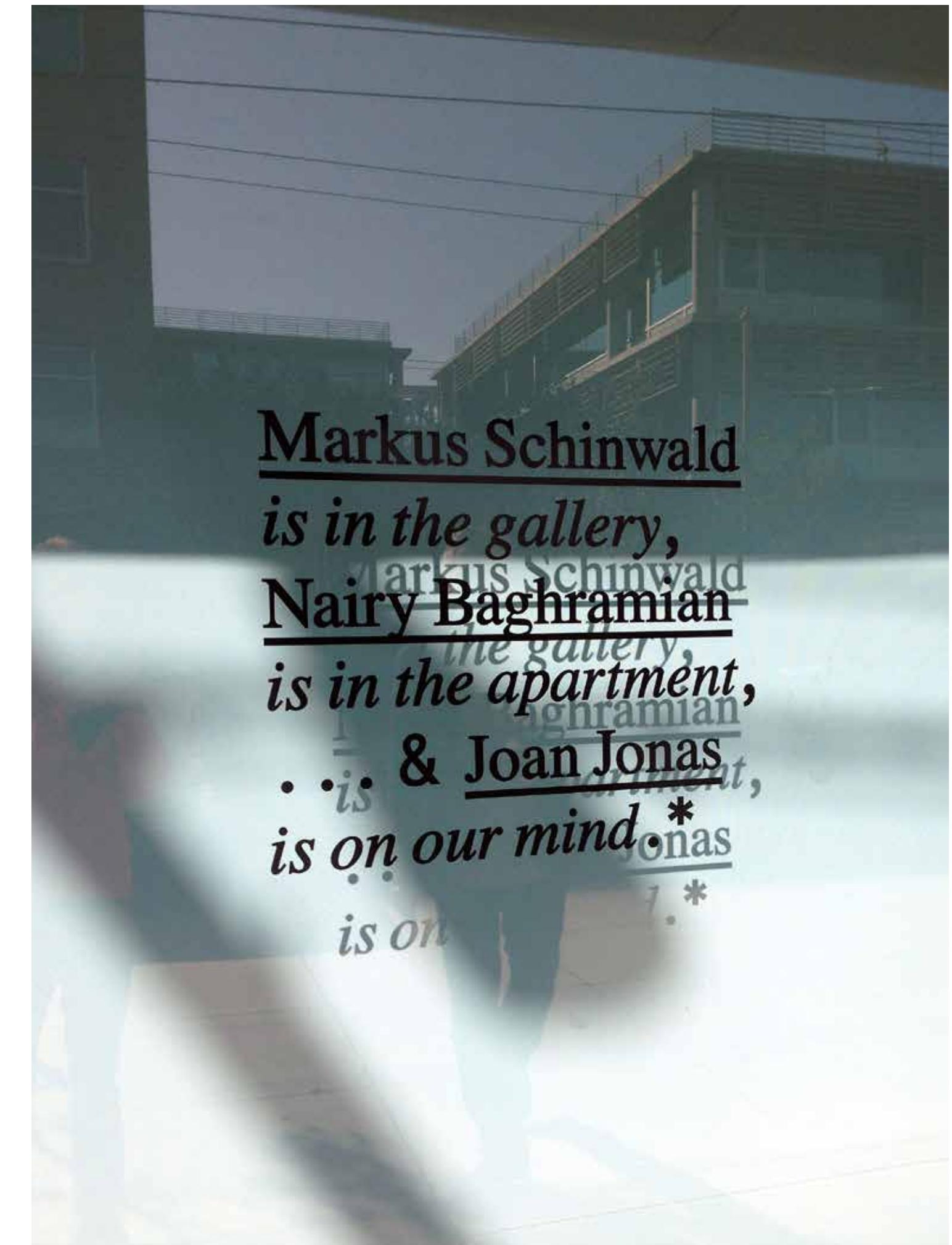
. +\* The  
Wattis  
Institute



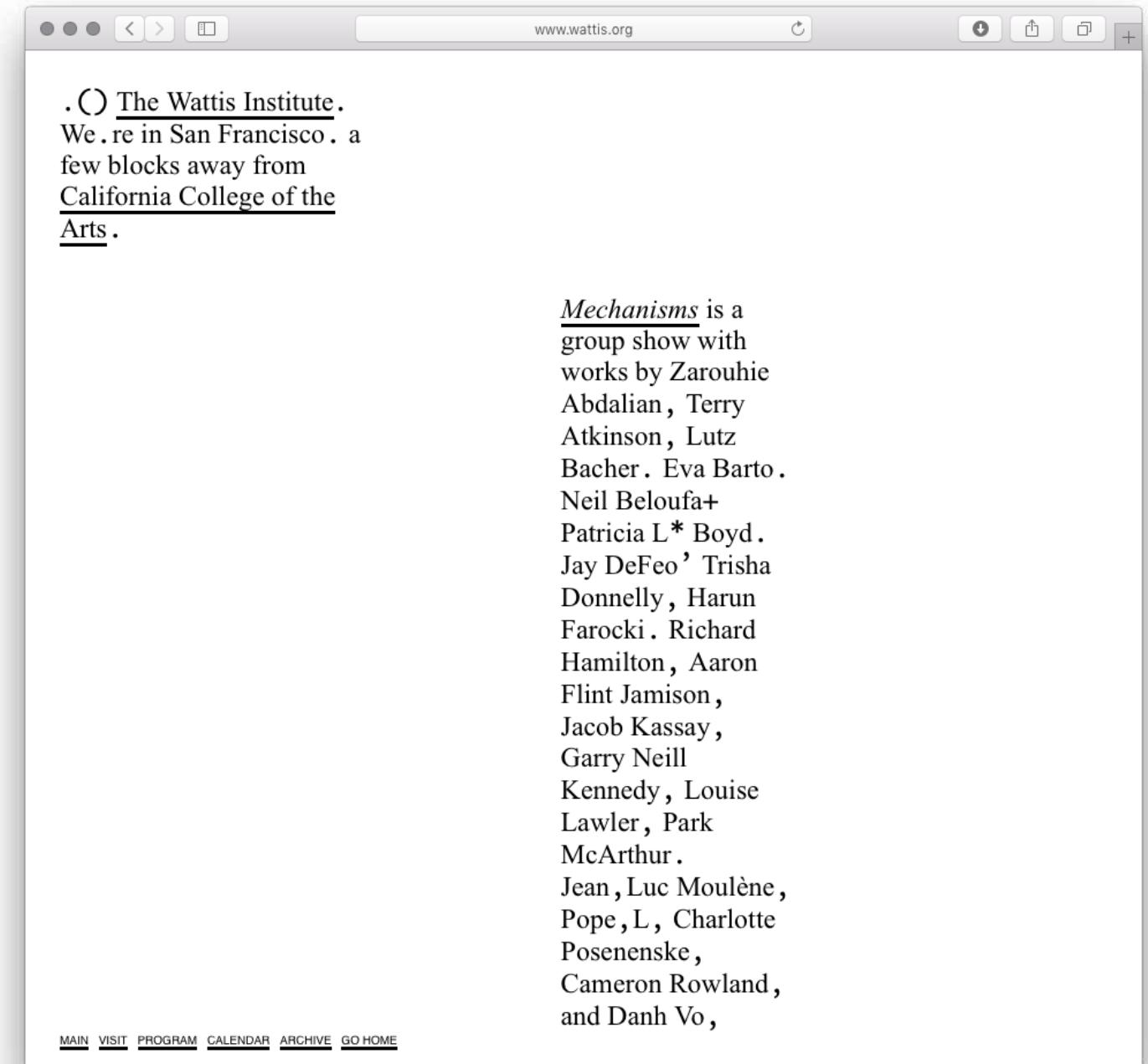
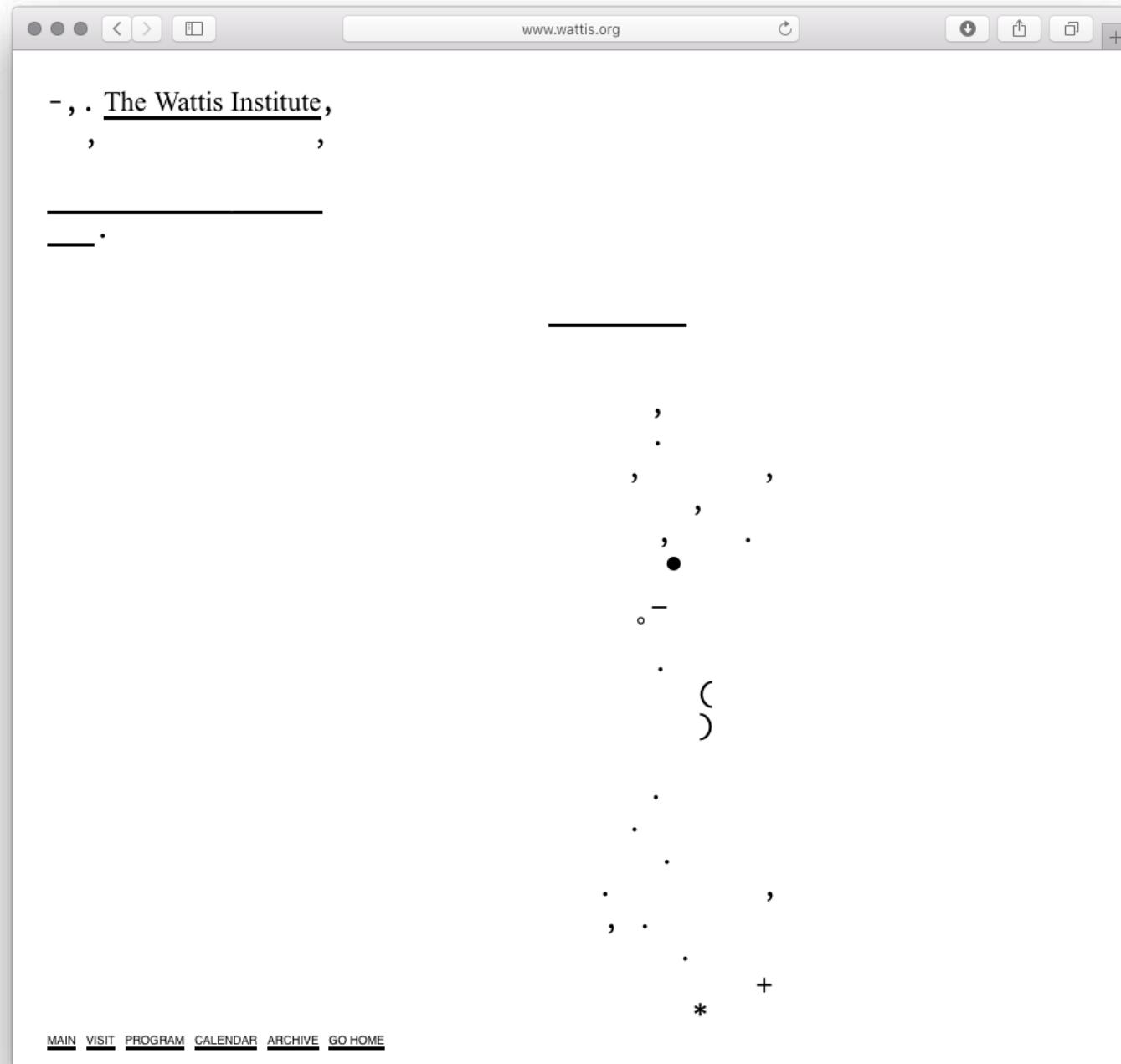
**The Wattis  
/ Institute  
for:  
Contemporary  
Arts)**



The Wattis  
Institute,  
for  
'Contemporary  
Arts\*



The Wattis Institute, vinyl exhibition graphics showing full-sentence structure (2014)





**Markus Schinwald**  
in,  
**Nairy**  
**Baghramian**      *the*  
          ,     ...  
    & Joan Jonas  
*our*            . \*

WWW.WATTIS.ORG

9.9/2014–12.13/2014

**Markus**  
**Schinwald**    *in*  
          ,  
**Nairy**  
**Baghramian**  
*the*            ,  
          ...        & Joan  
Jonas            *our*  
                  . \*



Here is a text about  
Jos de Gruyter & Harald Thys  
and their exhibition of new  
and recent work titled *Tram 3*.

*Terrifying* is one good way to describe the state of the world today. There is war and the extreme violence that comes with it. There is racism. Disease. Poverty. Natural disasters. There is the feeling of exposed powerlessness in the face of ruthless power. There is the rapist, the alcoholic parent, or the depressed loner and his machine gun.

I could go on.

But the way ordinary people behave in their everyday lives is just as terrifying. We conform and follow norms. We believe what we're told. We produce and we consume. We allow standardization to take over. We Google. We Facebook.



We're all so goddamn *obedient*. Even those who disagree or misbehave are part of the program—dissent is a necessary part of any dialectic.

**\*Everything\***  
*opens*  
**TONIGHT**  
at The“Wattis,  
Institute—  
. . . Public  
reception from  
7–9 pm.

CCA Wattis Institute  
for Contemporary Arts  
360 Kansas St., San Francisco  
[www.wattis.org](http://www.wattis.org)

\\*, The Wattis Institute



# The“Wattis, Institute—

• • •

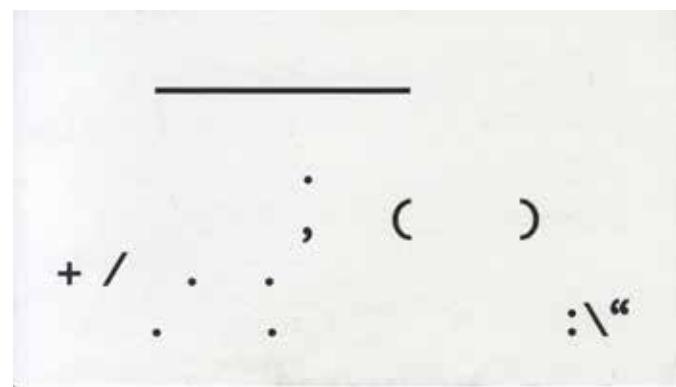


[www.wattis.org](http://www.wattis.org)

Left: The Wattis Institute, poster (2014). Right: Business card (2014)

CCA Wattis Institute  
for Contemporary Arts  
360 Kansas St.  
San Francisco, CA (94103)  
+1/415.355.9671  
[www.wattis.org](http://www.wattis.org)

: \"



8. Muriel Cooper

10-year research project tracking the work of graphic designer Muriel Cooper (1925–94). She worked for 40 years at the Massachusetts Institute of Technology in overlapping roles as a graphic designer, teacher, and researcher. Cooper was the first design director at MIT Press, set up the Visible Language Workshop, and co-founded the Media Lab. She was the first tenured female professor in the School of Architecture, worked in an overwhelmingly male context, and died unexpectedly. Her contributions to design have been underrepresented.

This project began in 2006 during a graphic design commission from MIT Center for Advanced Visual Studies when I found an accidental archive of posters produced by Cooper and her students. This research continued with a fellowship at MIT in 2006 and then a Graham Foundation grant in 2013 together with Robert Wiesenberger. The results include writing an initial incremental pamphlet, curating and designing an exhibition at Columbia Graduate School of Architecture and Planning with Mark Wasiuta and Adam Bandler, and authoring a research monograph with Robert Wiesenberger and contributions from Nicholas Negroponte and Lisa Strausfeld published by MIT Press in 2017.

July 15, 1980

Jeffrey L. Cruikshank  
Editor, Plan  
School of Architecture & Planning  
MIT, 7-233

Visible Language Workshop  
Room 5-411  
Massachusetts Institute of  
Technology  
Cambridge, Massachusetts  
02139



Dear Jeff:

When you asked me to prepare an article for Plan, I set myself the task of producing a "graphic" article which would represent the ideas and concerns of the Visible Language Workshop by virtue of its form as well as its content.

In a computer electronic age we see print communication as a model of changing user/maker relationships and the workshop as a place in which the content, quality and technology of communication inform each other in education, professional and research programs.

The article, "Words, Images, Tools and Ideas" would try to fulfill the following criteria:

1. It would make use of the tools, processes and technologies of graphic arts media as directly as possible and the tools would be integrated with concept and product. Many of these are in the workshop. In this case, they include a heavy use of all forms of photography and our computer graphics system for both images and typography.

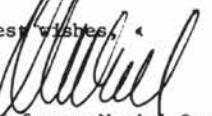
2. The author would be the maker contrary to the specialization mode which makes the author of the content the author, the author of the form the designer, and the author of the craft the typographer/printer.

3. Visual and verbal representation of the ideas would be synthesized rather than separate.

4. Time would remain as fluid and immediate as possible, leaving room for feedback and change.

Much of the material was developed together with Professor Ron MacNeil and the VLW staff. It has been a fascinating opportunity which has elucidated many of the complexities of authorship into print. There is still no magic way - but we propose to keep working at it.

This stands as a sketch for the future.

Best wishes,  
  
Professor Muriel Cooper  
Director

26 JULY 2005

#### AN ACCIDENTAL ARCHIVE AT THE CENTER FOR ADVANCED VISUAL STUDIES

We begin in a locked closet at the Center for Advanced Visual Studies housing a collection of posters, documents, videotapes and related printed ephemera which forms a de-facto archive. Embarking on a client-design relationship with the Center, I arrived in Cambridge to spend a few days going through the archive, examining its contents and making some photographs.



A collection of posters organized loosely on the floor at the Center

The Center for Advanced Visual Studies was established in 1967 by Gyorgy Kepes as a fellowship program for artists. Initiated with considerable institutional and financial support, the Center produced artworks, exhibitions and public programs often accompanied by a poster or publication. These posters in particular then provide an immediate condensed and visually legible accidental archive of its almost forty-year history.

While working my way through the contents of the closet, I was struck immediately by the surface qualities of this extraordinary set of posters. It was not simply the graphic design nor the typography that caught me — rather it was their mode of production. The design of the posters changed sporadically as new designers or administrators appeared, but what remains the same is the way in which each self-consciously incorporates its production method into the design. For example, the poster at right revels in the extreme enlargement of a small sketch, photocopied large and produced on an offset press. The result is a tight and powerful synthesis of what is being said, how it is being said and how what is being said is produced.

I assumed that many of these posters must have been designed by Muriel Cooper. I was already familiar with her work in broad outlines — I knew that she was the first Design Director at MIT Press where she designed *Bauhaus, Learning from Las Vegas* (first edition), *File Under Architecture* and the MIT Press logo; she established the Visible Language Workshop at the MIT Media Lab; and that she died unexpectedly in 1994 just after presenting breakthrough work in new computer interface design.

As it turns out, I was mostly wrong about the posters' design — they were not designed by Muriel. Jacqueline Casey designed many of the early posters and later posters were made by Otto Peine and others. However, many or most of these posters were printed at the Visible Language Workshop, a teaching and production facility in the School of Architecture that Muriel cofounded with Ron MacNeil in 1975.

While poking around in the archive, I also learned that Muriel was briefly a fellow at the Center for Advanced Visual Studies. Her C.V. filed at the Center in 1974 lists Interests and Goals:

Concerned with use of mass production and its constraints and with extending experimental and educational experience into work relationships, reducing artificial human split. The significance of participatory and non-authoritarian communication forms in relation to specialization and professionalism. Structured/unstructured relationships in learning. Direct, responsive means of reproduction. [3]

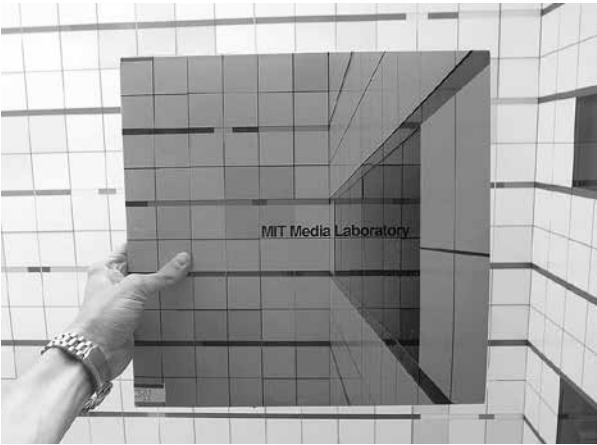


A poster printed at the Visible Language Workshop, 1974

10 AUGUST 2006

#### A SUB-BASEMENT AT THE MEDIA LAB

We proceed by visiting the MIT Media Lab, where Muriel Cooper spent the last years of her working life, from 1985–1994, continuing the work of the Visible Language Workshop. I'm here to meet Amber Fried-Jimenez, a current graduate student in the Physical Language Workshop run by John Maeda. Amber has procured a laserdisc for me which includes some of the last work of the VLW. With laserdisc in hand, we spend the next hour or so trolling various sub-basements of the Media Lab building searching for an analog laserdisc player capable of playing the 20-year-old media format.



Holding the laserdisc and looking into the Media Lab atrium as pictured on its cover.

We enter more than one room containing stacks of outdated hardware, too difficult to repair, and rotting magnetic-tape formats whose chemical clocks are ticking. I am, of course, struck by the ways in which this recent past becomes so quickly inaccessible in a digital medium. In stark contrast to the piles of posters which provide a visceral record of the Center for Advanced Visual Studies, these dead media provide nothing tangible. As much of Muriel Cooper's most important work was in a digital medium, I become more convinced that accounting for her work is crucial — now.

We eventually score a working analog laserdisc player and monitor. I press play and after some fussing with an arcane remote control, the disc begins. Muriel Cooper appears onscreen dressed in a graphic black and white polka-dot pattern offset by casually rumpled gray hair and reading glasses hung from her neck on a chain. Her voice is immediately enthusiastic and engaged.

I go next to meet Gloriana Davenport, a long-time friend and colleague of Muriel Cooper and currently the director of Media Fabrics group. She begins by giving me some initial background on Muriel's working life.

On graduation from Massachusetts College of Art with a BFA in 1955, Muriel Cooper soon became involved in helping MIT develop a consistent visual language throughout its range of printed materials. MIT was heavily involved in government contracting after WWII and the volume of materials produced was significant. Beginning on a freelance basis, Muriel established the Office of Design Services, which she directed from 1954–1957. In the first American university design program, Muriel developed a house style which helped to make the technical language of much of the research produced at MIT legible for a wider audience.

This work would be continued by her friend and former classmate Jacqueline Casey for thirty years. Describing their time together as students at Massachusetts College of Art provides some clues to what comes after:

I have always been frustrated and intrigued by technology. Jackie Casey and I both went to Mass College of Art in the late 40s. We were cashiers in the school store; we both eventually became bookkeepers — first Jackie and then me. We learned more in the store than we did in the school. In a way, I think of the school store as a model for the VLW. When the store would close in the afternoon, the students who worked there — about a dozen of us — had a studio to ourselves, our own little bin of paints and papers and materials. [11]

In 1958, Muriel left MIT for Milan on a Fulbright scholarship to study exhibition design. Milan was then a lively center of contemporary ideas around product design, architecture and new kinds of interactivity. Returning to Boston, she established Muriel Cooper Media Design in 1959. In her private practice Muriel returned again to work with MIT, a client sympathetic to her concerns and which provided a natural platform for her work. She also began to work with the MIT Press, designing book covers and by 1964, Muriel Cooper had designed the MIT Press logo — an abstracted set of seven vertical bars that is a high-water mark in twentieth century graphic design.

February 25–March 28, 2014  
Arthur Ross Architecture Gallery  
Columbia University  
Tuesday–Saturday, 12–6 pm

# MESSAGES AND MEANS MURIEL COOPER AT MIT

Opening and discussion February 25, 2014  
7 pm, East Gallery, Buell Hall with  
Ron MacNeil, MIT  
Nicholas Negroponte, MIT Media Lab  
David Reinhardt, Princeton University  
Lisa Strausfeld, Bloomberg  
Mark Wasuta, GSAPP  
Robert Wiesenberger, Columbia University

[www.arthurrossarchitecturegallery.org](http://www.arthurrossarchitecturegallery.org)

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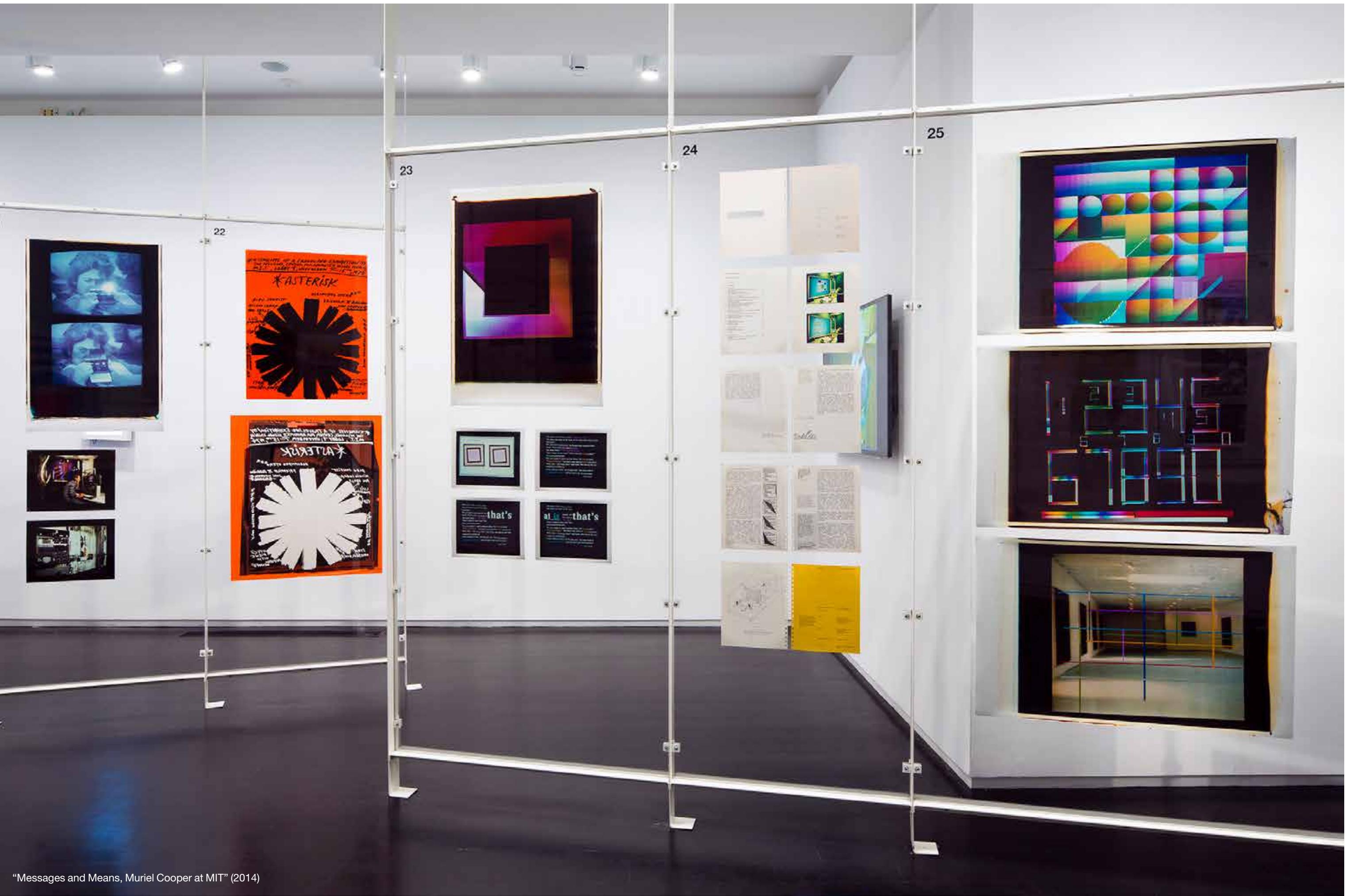
[www.arthurrossarchitecturegallery.org](http://www.arthurrossarchitecturegallery.org)



"Messages and Means, Muriel Cooper at MIT," exhibition curating and writing with Robert Wiesenberger, physical layout and design with Mark Wasiuta and Adam Bandler, and graphic design for Columbia GSAPP (2014)



"Messages and Means, Muriel Cooper at MIT" (2014)



"Messages and Means, Muriel Cooper at MIT" (2014)

03



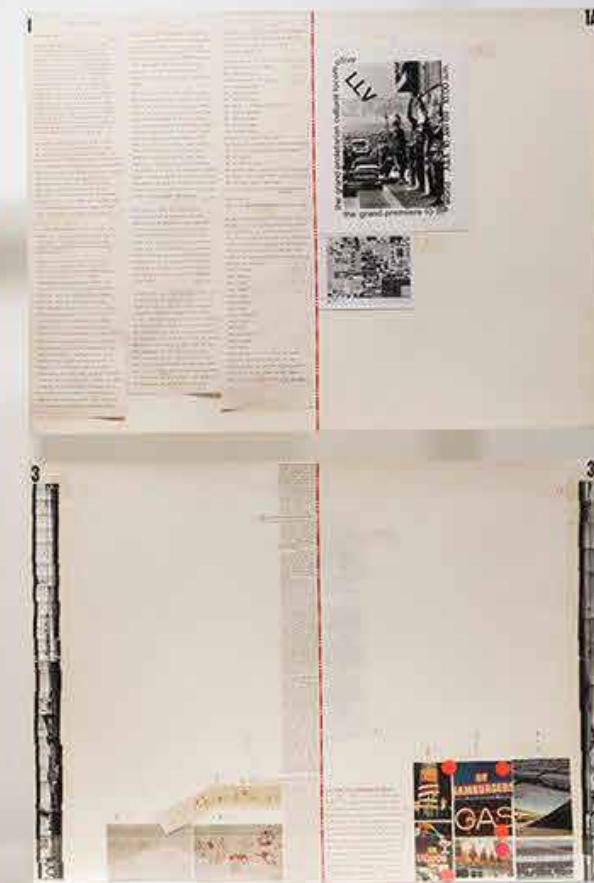
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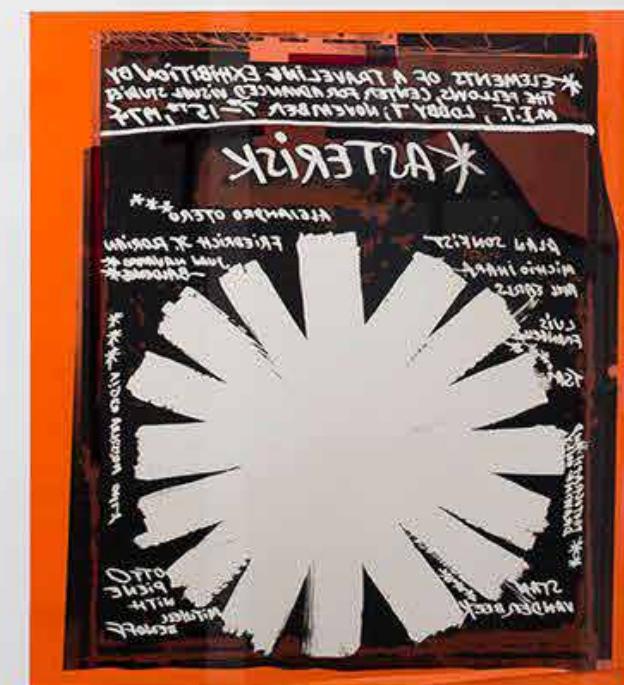
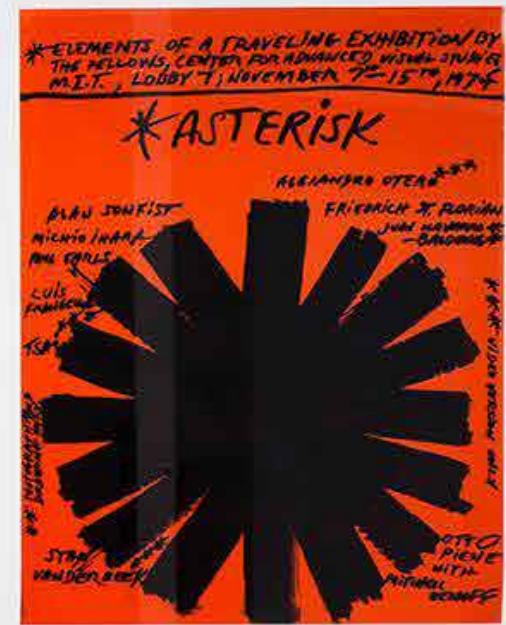
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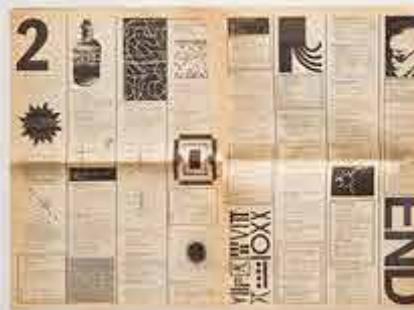
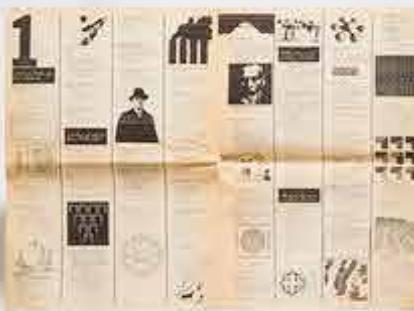
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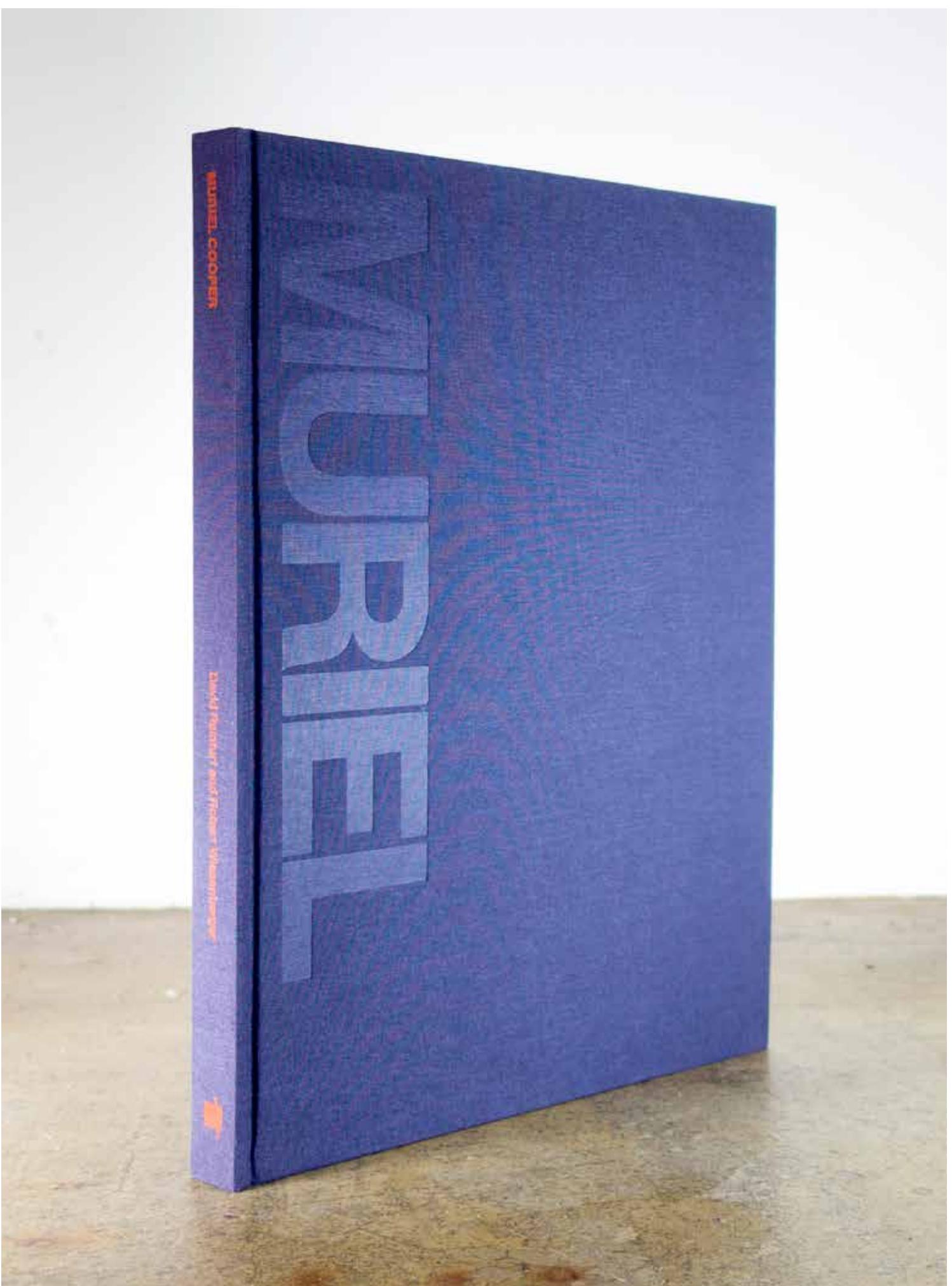


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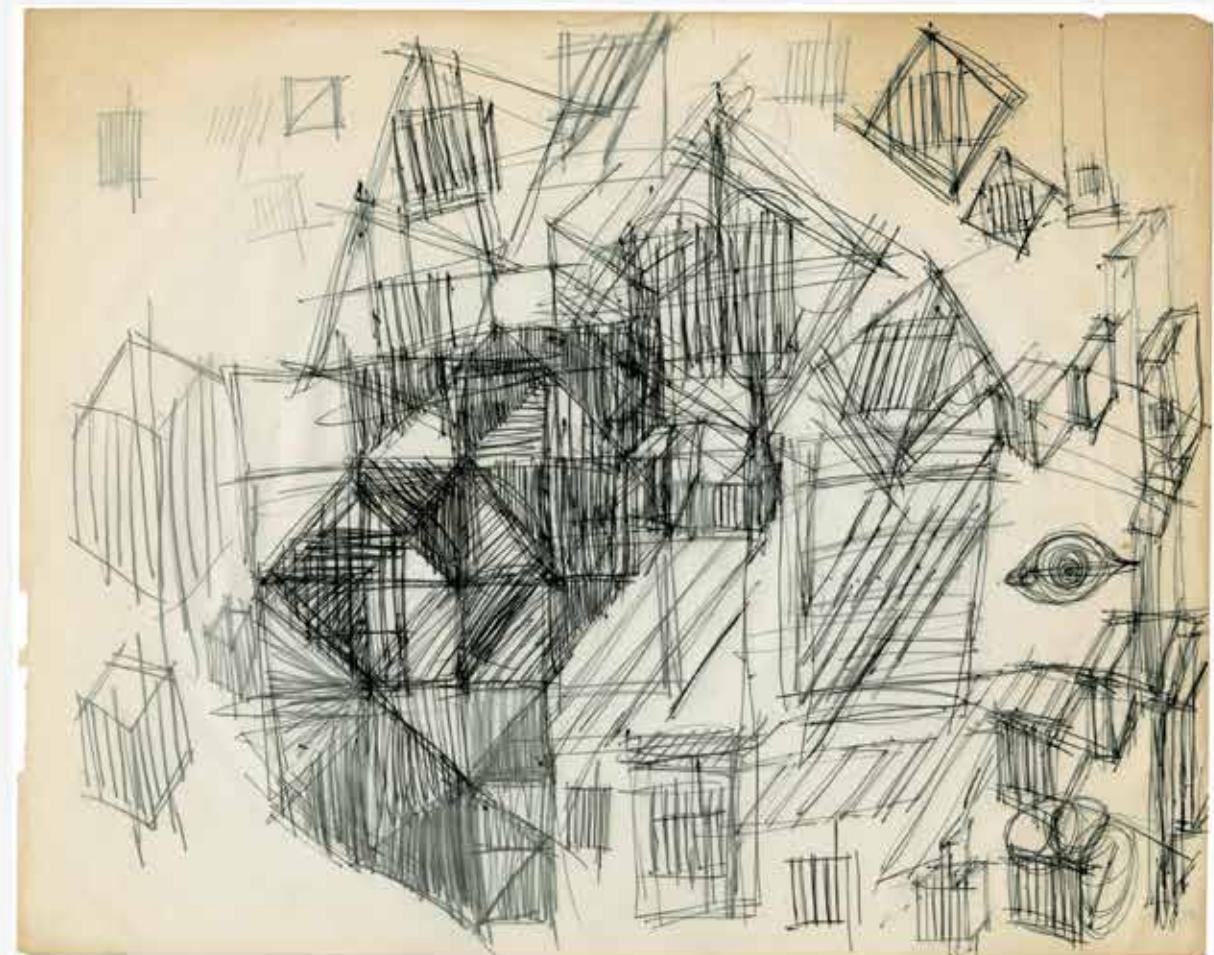


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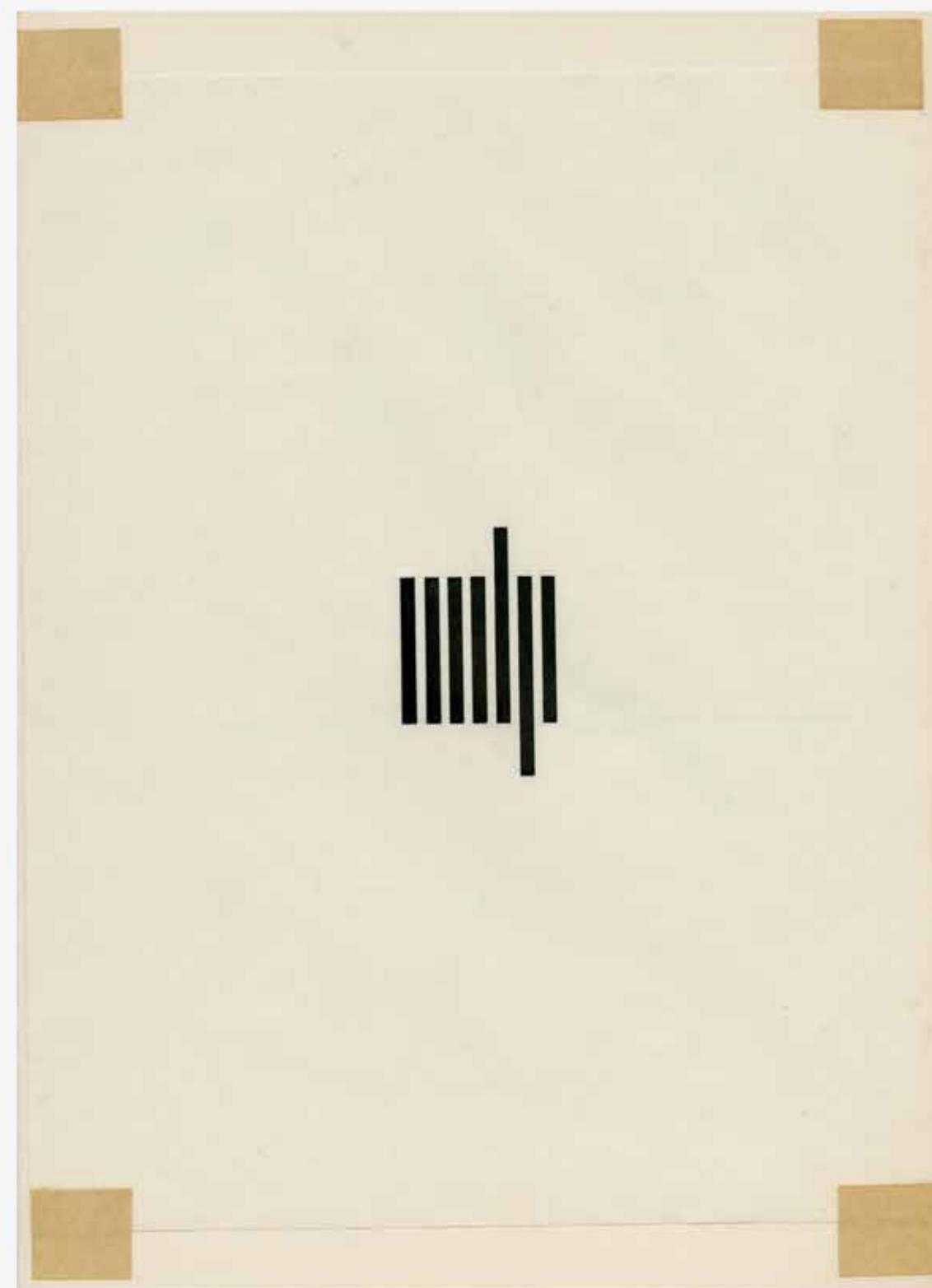


Muriel Cooper, research monograph with Robert Wiesenberger published by MIT Press, Cambridge (2017)



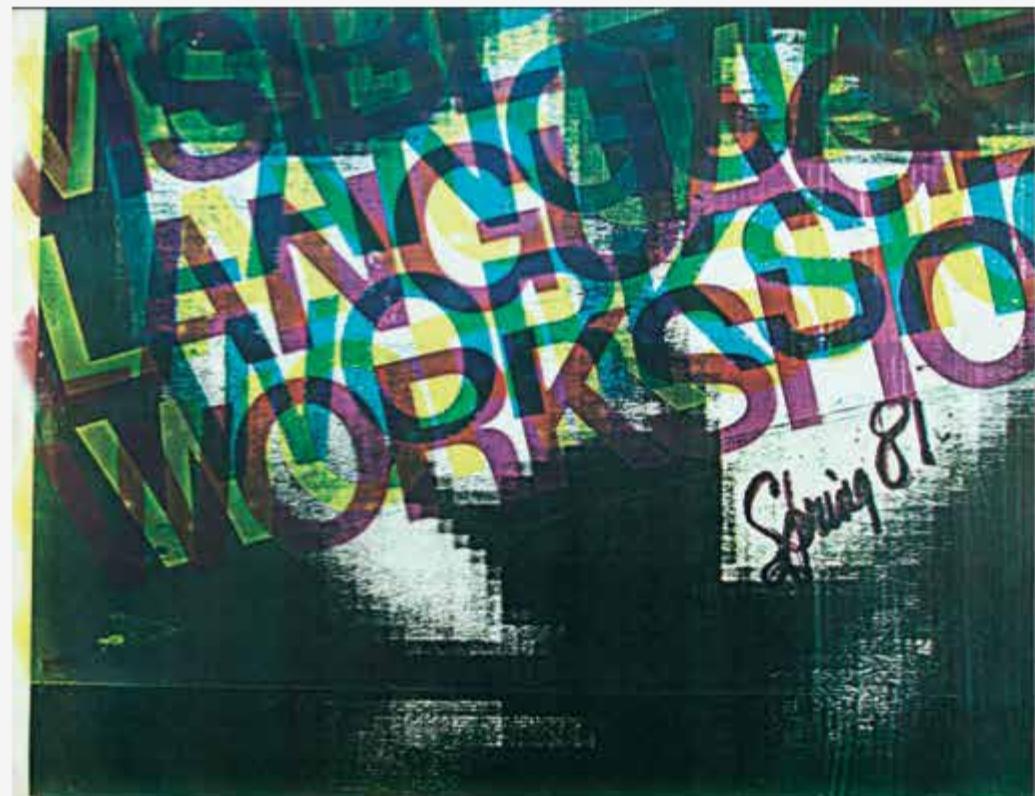
44  
Muriel Cooper, research monograph, interior spread (2017)

Design



Design

45



**4,880**  
PROCESS AND PRESENTATION (A)  
2,4,6  
Joel Strymon  
Tuesday 9-12  
Lab TBA

A production-based workshop designed for intermediate and advanced students to investigate and test new methods of image generation and to express various personal communication concerns, emphasizing depth, quality, and realization of concept through development of visual communication skills and appropriate media. Investigation includes historical, theoretical, critical frameworks. Students are responsible for developing written proposals for a production project, research documents associated with this project, the final realization of the product. Workshop will include lectures, guest artists and student presentations/critiques, field trips, and periodic review by VLS faculty and guests. This seminar will also feature a week of meetings with Professor Nathan Lyons, Director of the Visual Studies Workshop in Rochester, as a visiting artist/Critic. He will conduct an intensive one week seminar dealing with Images, Media and Meaning. February 5-12, 6-7 p.m. daily. Long-term projects will develop from this seminar, and he will return at the end of the semester to review them. This is an advanced subject and permission of the instructor is required. This workshop could support thesis work. The Lab Fee is \$35.

**4,886**  
ADVANCED ELECTROGRAPHICS  
Approaches to Visual Communication (A)  
0,3,0  
Virginia Holmes and Tom Norton  
Wednesday 1-4  
Lab Monday 1-4

A production-based workshop designed for intermediates and advanced students who are ready to work independently on projects which explores the graphic applications of electrographic tools (processes and procedures that handle and control images by electronic phenomena). Emphasis will be on depth, quality, and realization of concept and product. The workshop will consist of lectures, visits by artists and practitioners, and monthly reviews (both one-on-one and group). The ability to work consistently and reliably on one's own is emphasized. Students will also be responsible for developing two to three major projects or the equivalent thereof. Permission of the instructor is needed to enroll.

The Lab Fee is to be arranged.

A production-based workshop designed for intermediates and advanced students who are ready to work independently on projects which explores the graphic applications of electrographic tools (processes and procedures that handle and control images by electronic phenomena). Emphasis will be on depth, quality, and realization of concept and product. The workshop will consist of lectures, visits by artists and practitioners, and monthly reviews (both one-on-one and group). The ability to work consistently and reliably on one's own is emphasized. Students will also be responsible for developing two to three major projects or the equivalent thereof. Permission of the instructor is needed to enroll.

A seminar designed for computer-graphics and graphics people to research and formulate the relationships between three fields with particular reference to typography, layout, and pagination. The seminar will include an intensive introduction to computer-graphics and typography by participants and guests. There will be weekly seminar projects, a final paper, and two computer projects demonstrating aspects of research for future development. Members will work in pairs or groups. Participation will be limited to serious graphic and computer students who are actively relating the two fields. Visiting lecturers will focus on technological and qualitative issues of hard and soft copy, including font digitization for reproduction, design, layout, pagination, resolution, and static and dynamic imaging.

Permission of the instructor is needed to enroll.

A limited number of second meetings and computer time will be arranged. The Lab Fee is \$25.



Muriel Cooper, self-portrait with Polaroid SX-70, video imaged and printed at the Visible Language Workshop, c. 1984.

Visible Language Workshop course catalog, Spring 1981

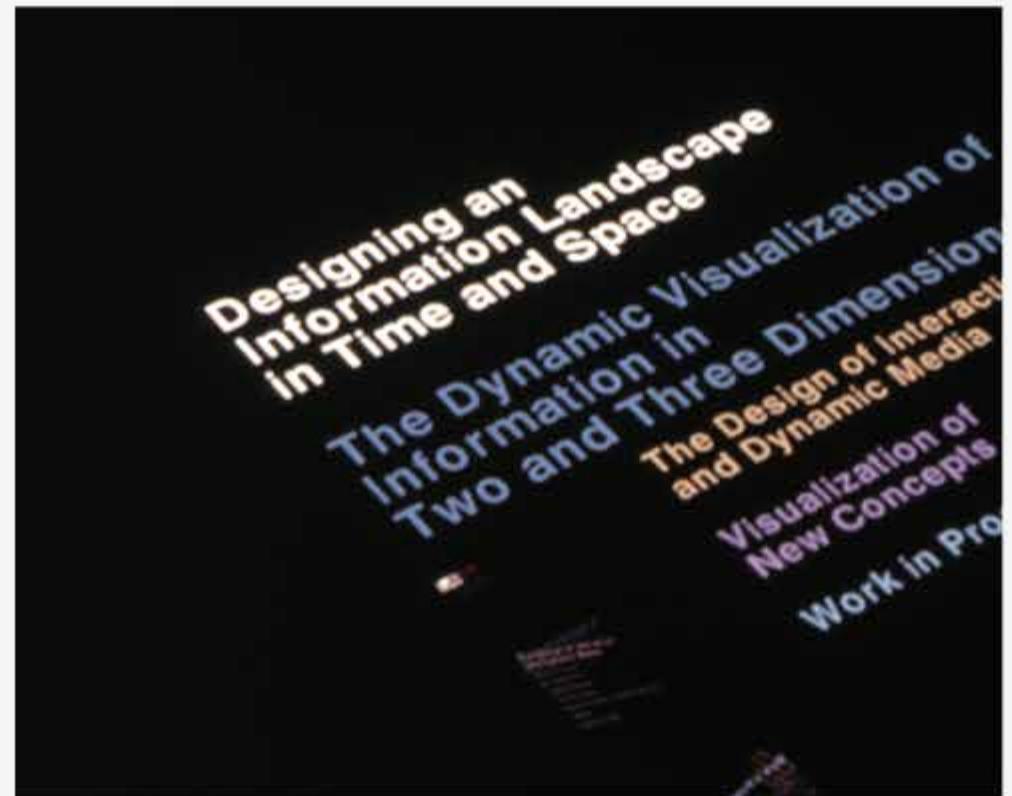


Messages and Means course poster, Muriel Cooper and Ron MacNeil, 1974



Poster for "Music in Public Places," MIT Design Services,  
printed at the Visible Language Workshop, c. 1974

Information Landscapes, Muriel Cooper, David Small, Suguru Ishitaki,  
Earl Rennison, and Lisa Strausfeld, 1994



#### 9. Dexter Sinister — Exhibitions

Dexter Sinister is the compound name of Stuart Bertolotti-Bailey and David Reinfurt, who operate at the intersection of graphic design, publishing, and contemporary art. In 2006, Dexter Sinister established a workshop and bookstore of the same name in New York and have since explored aspects of contemporary publishing and design in diverse contexts. As well as designing, editing, producing, and distributing both printed and digital media, they have also worked with ambiguous roles and formats, usually in the live contexts of galleries and museums. These projects generally play to some form of site-specificity, where a publication or series of events are worked out in public over a set period of time.

Although typically framed as either artworks or exhibitions, these projects behave more like design. Each starts with an invitation, develops with a dependent, cooperative, and negotiated relationship with the host, and uses the situation to produce new work. Dexter Sinister has produced these (applied) art projects with a range of contemporary art institutions including Museum of Modern Art, New York, Artists Space, New York, Swiss Institute, New York, Kunstverein München, Institute of Contemporary Arts, London, Kunsthaus Bregenz, Austria, Contemporary Art Centre, Vilnius, Lithuania, Centres Georges Pompidou, Paris, Venice Biennale (art), Venice Biennale (architecture), The Trienale, Milano, and Museo Jumex, Mexico City.



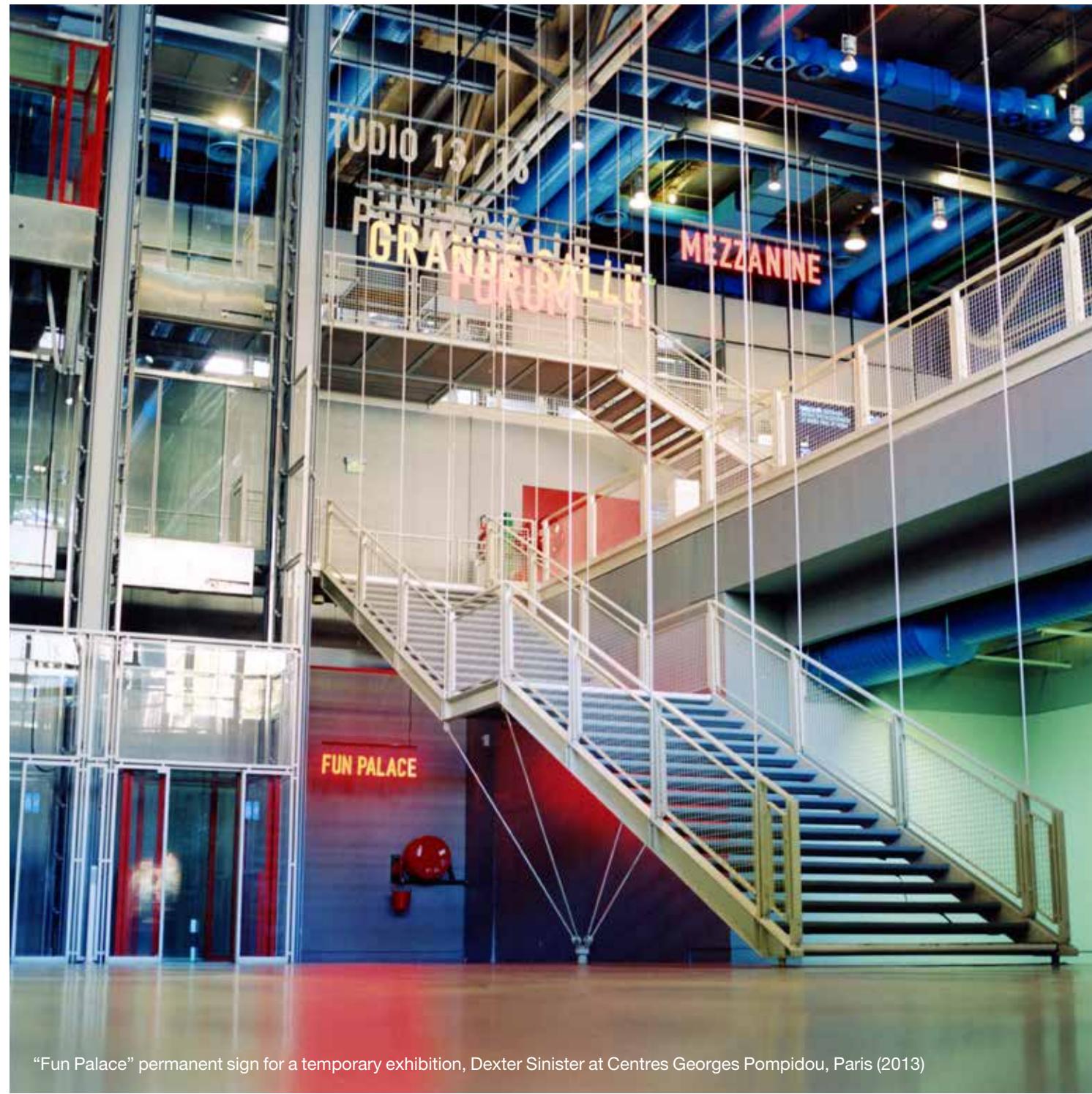
"Hektor Meets Dexter Sinister" performance and wall mural with Jürg Lehni at Swiss Institute, New York (2007)







Watch Wyoscan 0.5 Hz, digital watch with custom electronics that slow down the display, Dexter Sinister for Halmos (2012)



"Fun Palace" permanent sign for a temporary exhibition, Dexter Sinister at Centres Georges Pompidou, Paris (2013)





Work-in-Progress, custom chips for electronic scoreboard, Dexter Sinister at Lithuanian Pavilion, Biennale di Venezia (2013)



Work-in-Progress, modified scoreboard, Dexter Sinister at Lithuanian Pavilion, Biennale di Venezia (2013)

more ↗

2014.6.21

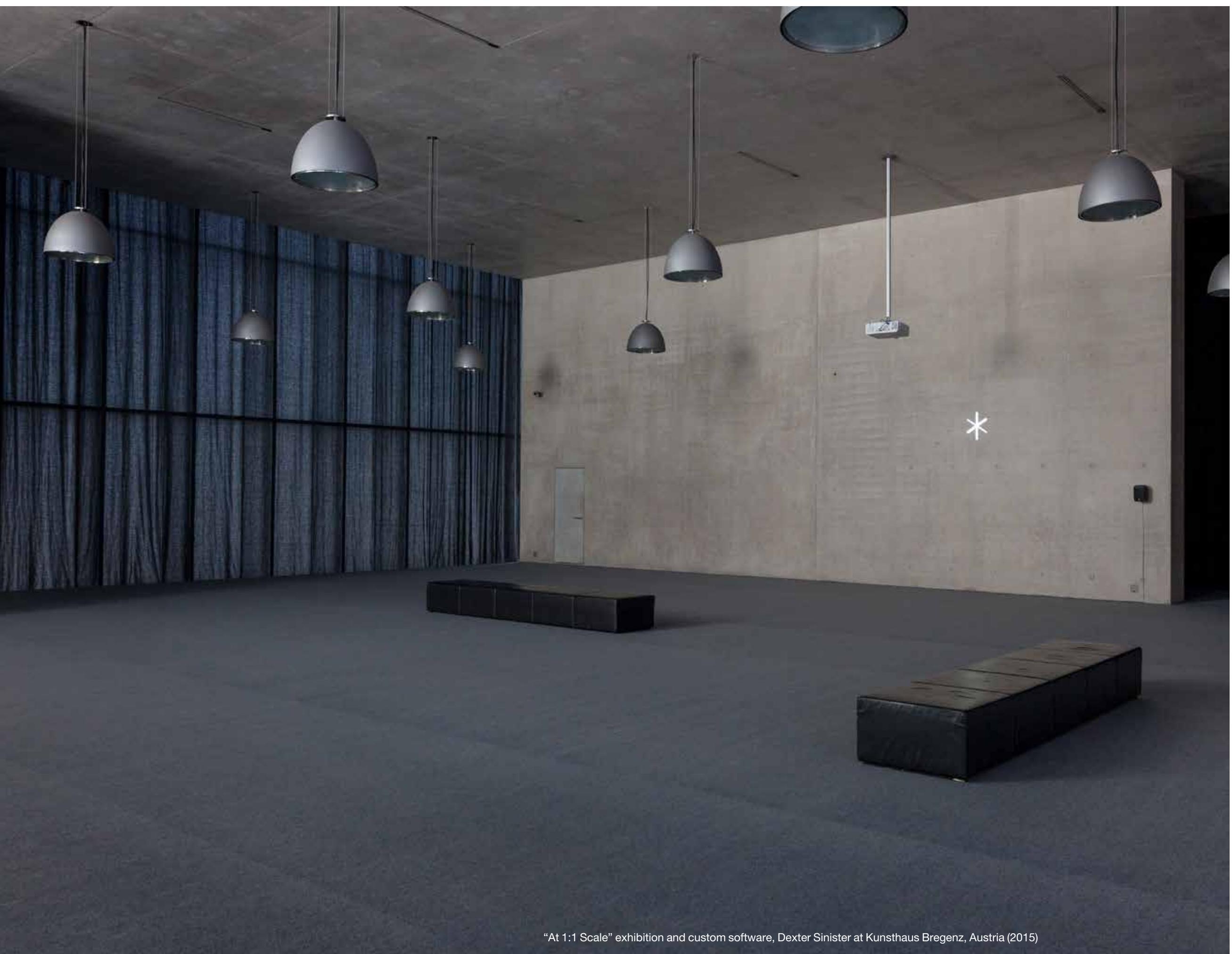
PaskutiniO dūžio — dvipusė PASKAITA-UŽKALBEJIMAS, kuri duetas „Dexter Sinister“ atliko specialiai tam, kad iškviestų prieš metus netyčia praleisto vakarėlio dvasią

21.6.2014

Dexter Sinister's **The Last Shot Clock**  
a two-sided INCANTATION/TALK  
staged to conjure a party inadvertently missed  
one year ago



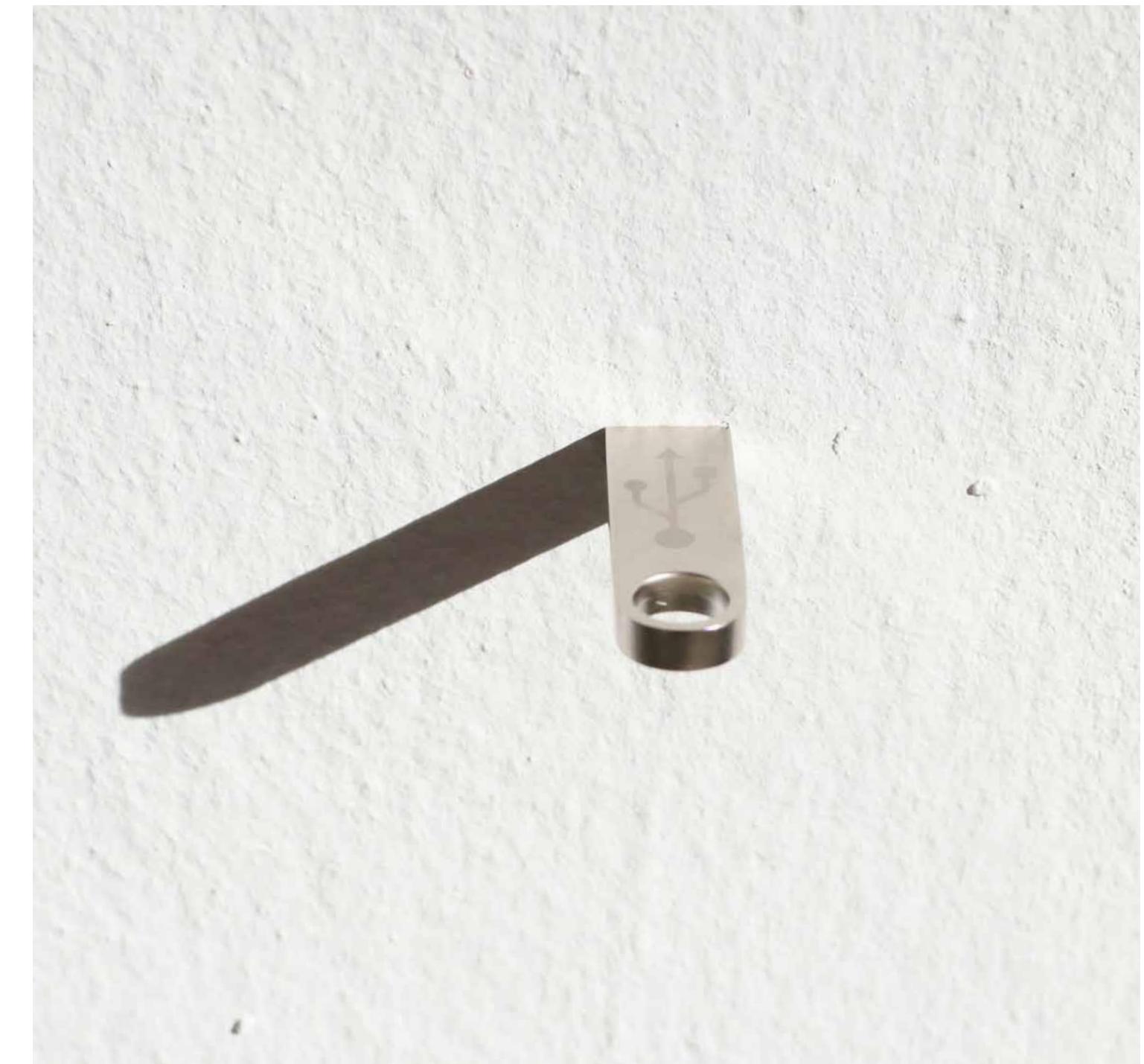
"The Last Shot Clock" performance, Dexter Sinister at CAC Vilnius, Lithuania (2014)



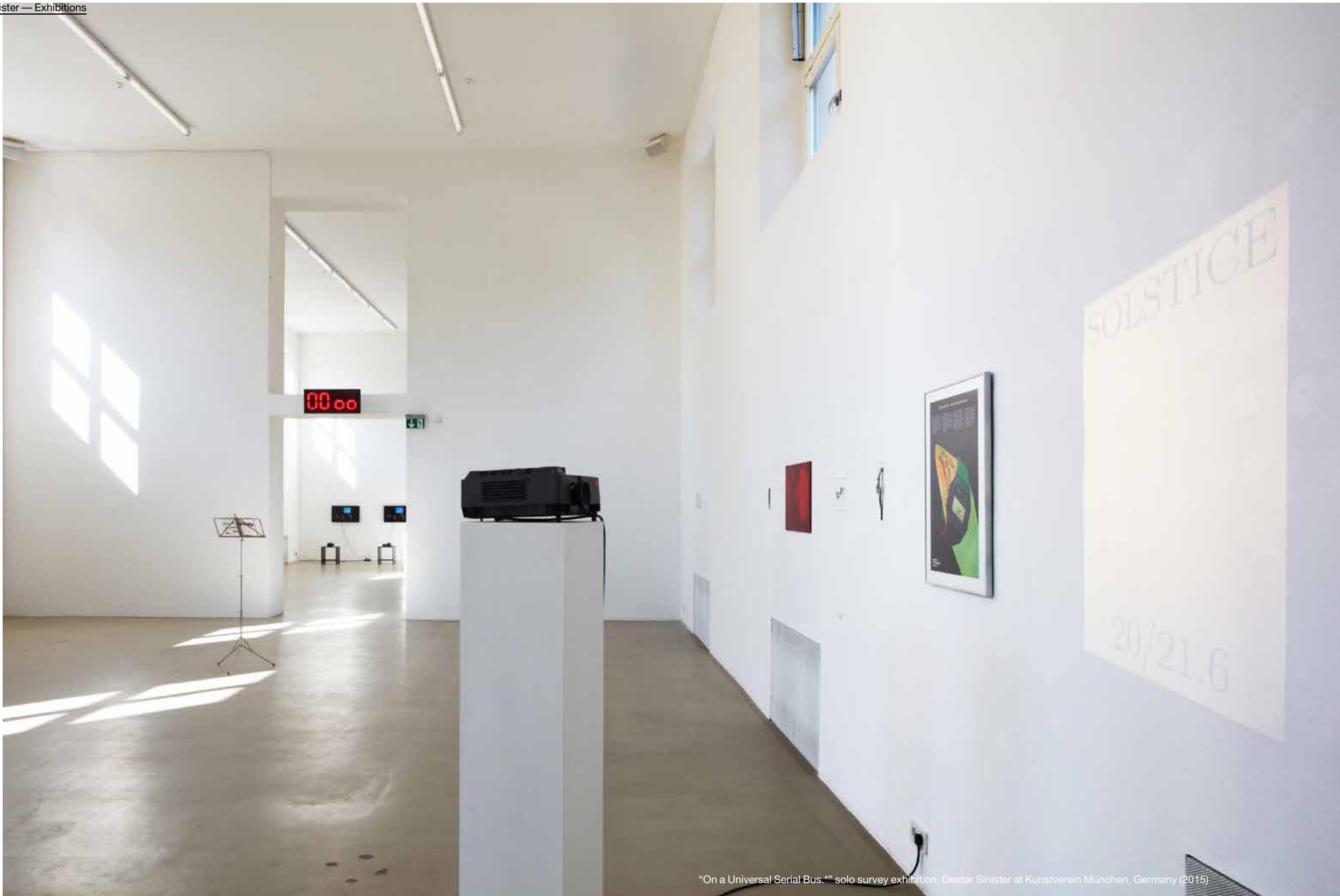
"At 1:1 Scale" exhibition and custom software, Dexter Sinister at Kunsthaus Bregenz, Austria (2015)

El orden natural de las cosas\*





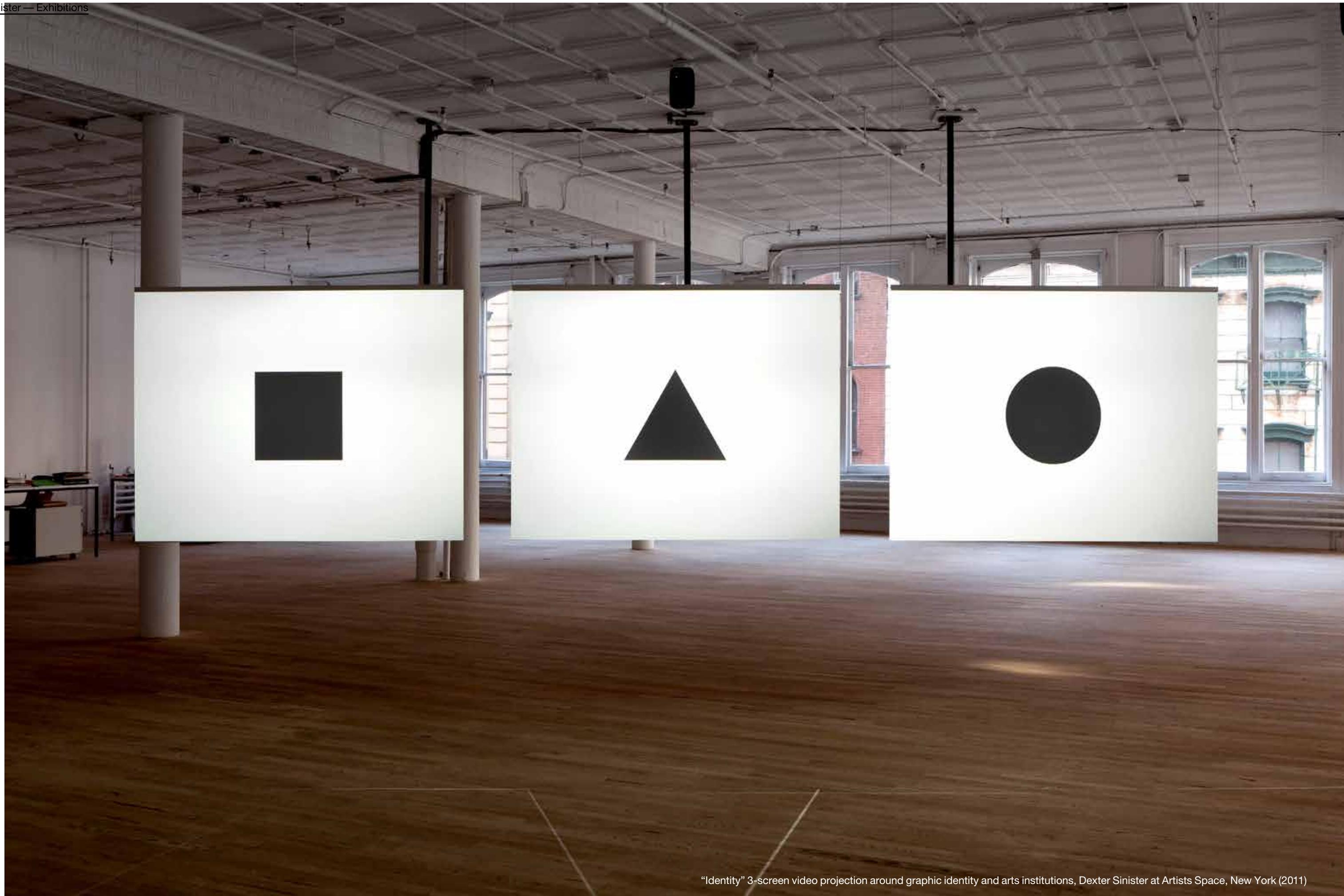
"On a Universal Serial Bus.\*" solo survey exhibition (catalog on USB drive), Dexter Sinister at Kunstverein München, Germany (2015)



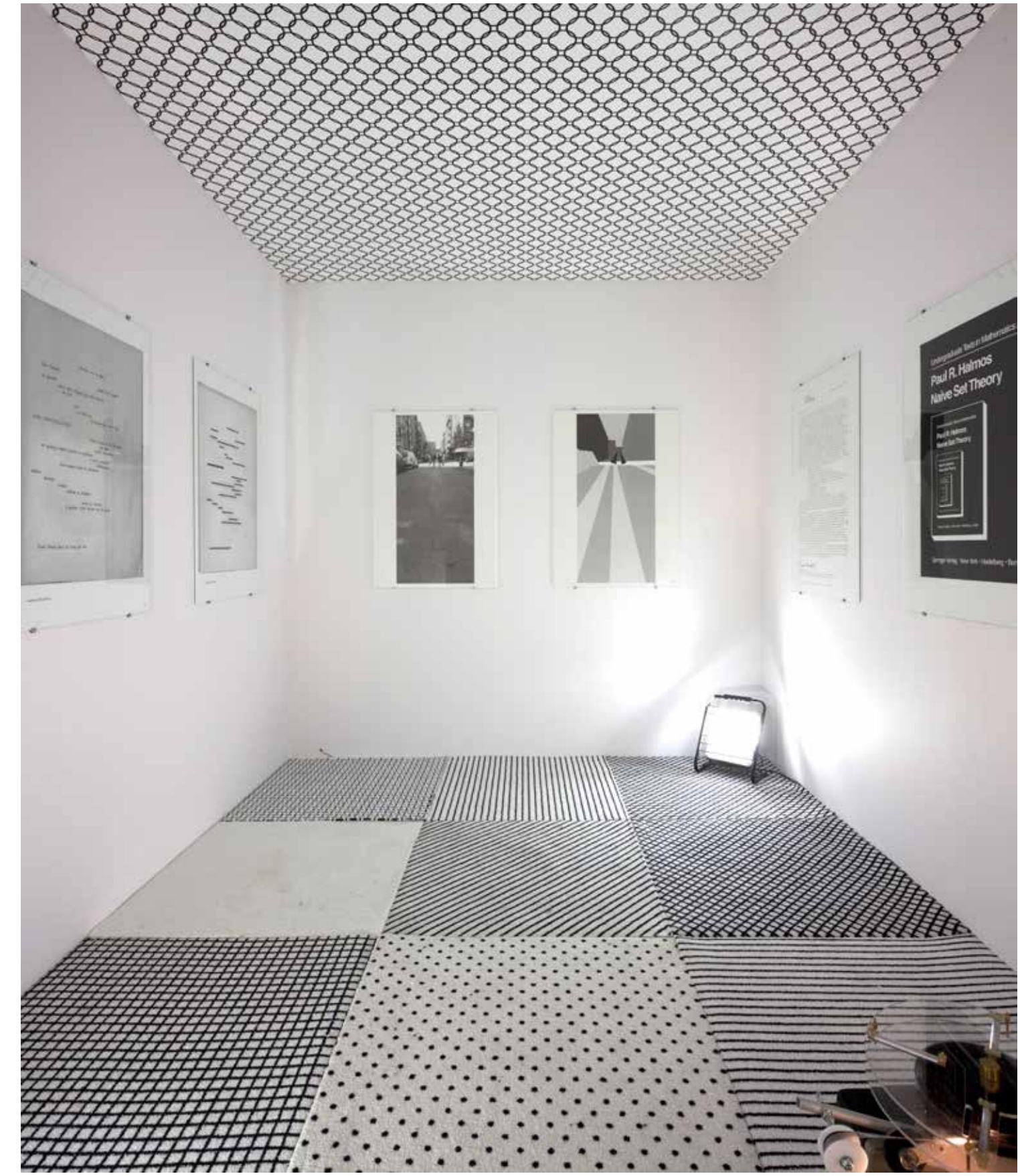
"On a Universal Serial Bus.\*\*" solo survey exhibition, Dexter Sinister at Kunstverein München, Germany (2015)



"Universal Serial Bus (Port)" 7x10m flag for the port of Ghent, Dexter Sinister with 019, Ghent, Belgium (2016)



"Identity" 3-screen video projection around graphic identity and arts institutions, Dexter Sinister at Artists Space, New York (2011)



"Dexter Bang Sinister" exhibition with Lars Bang Larsen and Angie Keefer at Kunsthall Charlottenberg, Copenhagen (2012)

#### 10. Design as Art, Bruno Munari and the Tetracono

Design research project centered around the Tetracono, a product designed in 1965 by Bruno Munari for Danese Milano. Tetracono is an austere 15-cm black steel cube housing four aluminum cones, each painted half-red and half-green, and designed to spin at four distinct speeds on an 18-minute cycle completing a slow transition from green to red. Its function according to Munari is to “show forms while they are in the process of becoming.”

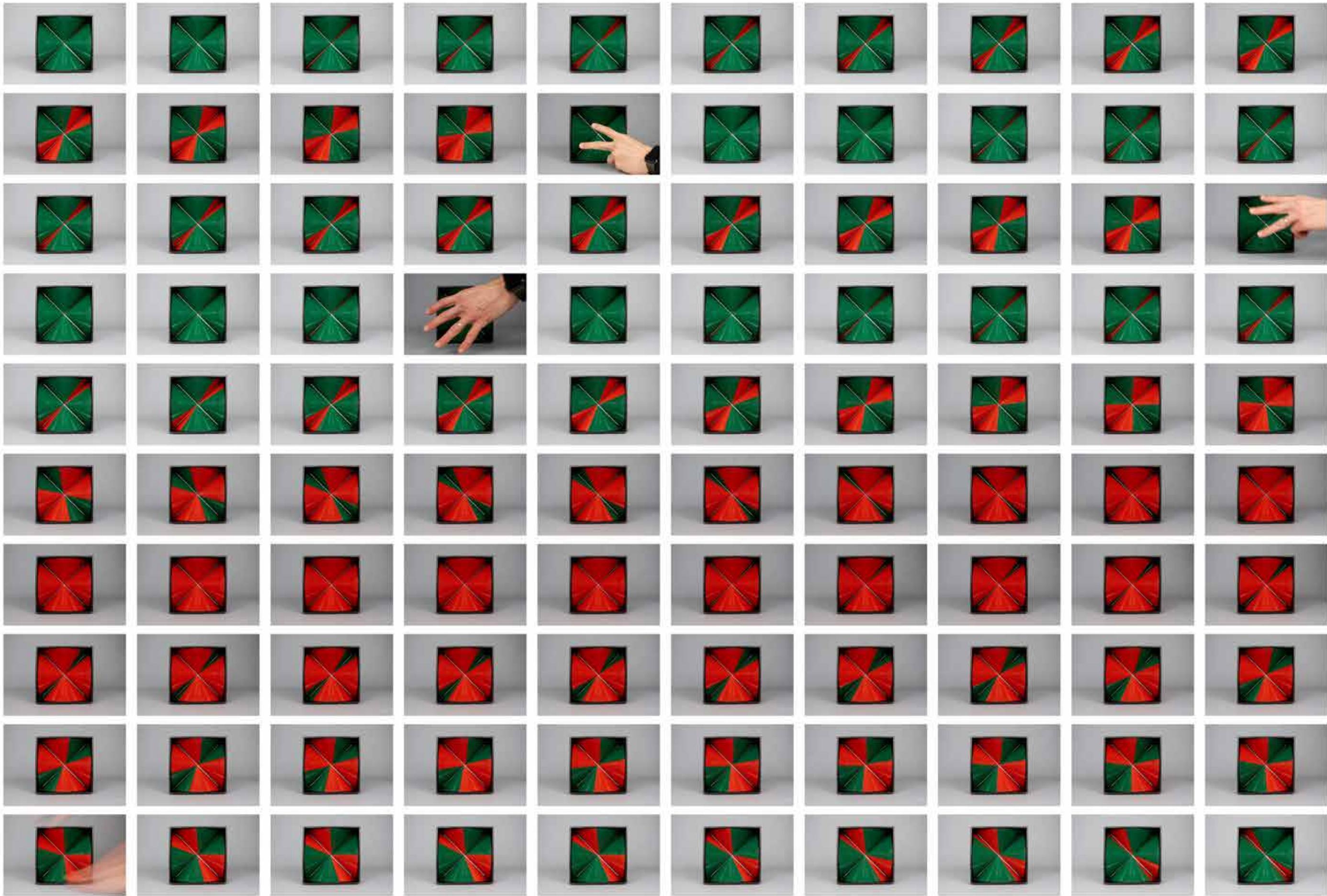
Tetracono was designed as a multiple for mass production, but the engineering was not up to the task and only 10 copies were manufactured. An additional run of 100 copies was produced without motors, relying on the user to animate this transition manually. Both were commercial failures. The status of this work as not quite (or not only) an artwork nor a just piece of design is typical of Munari’s art and design practice.

During six months living in Rome as a design fellow at the American Academy, I focused my efforts on the Tetracono as a specific case and as a model for thinking about the larger questions it raises around design, art, and the fertile grey areas in between. My work combined historical research with contemporary making and seeks to ask what design research is \*now.\*

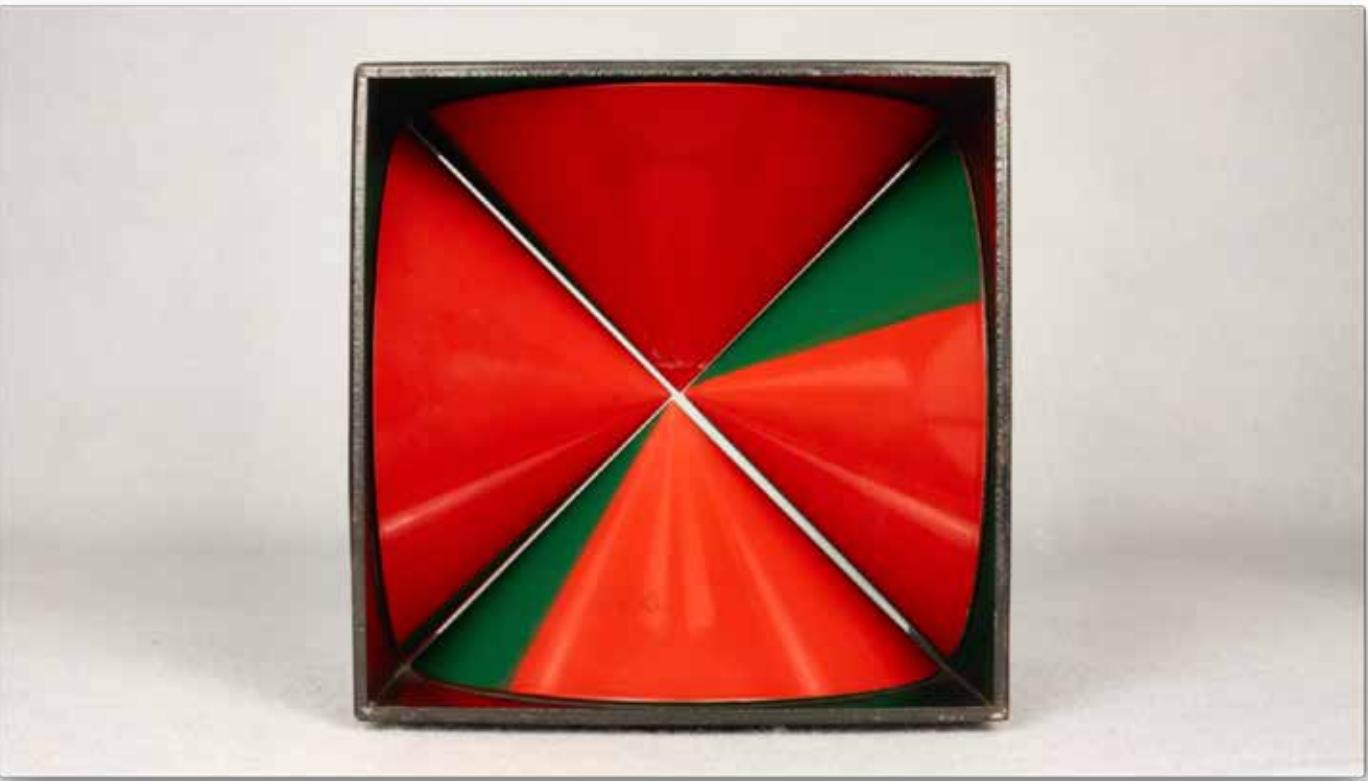


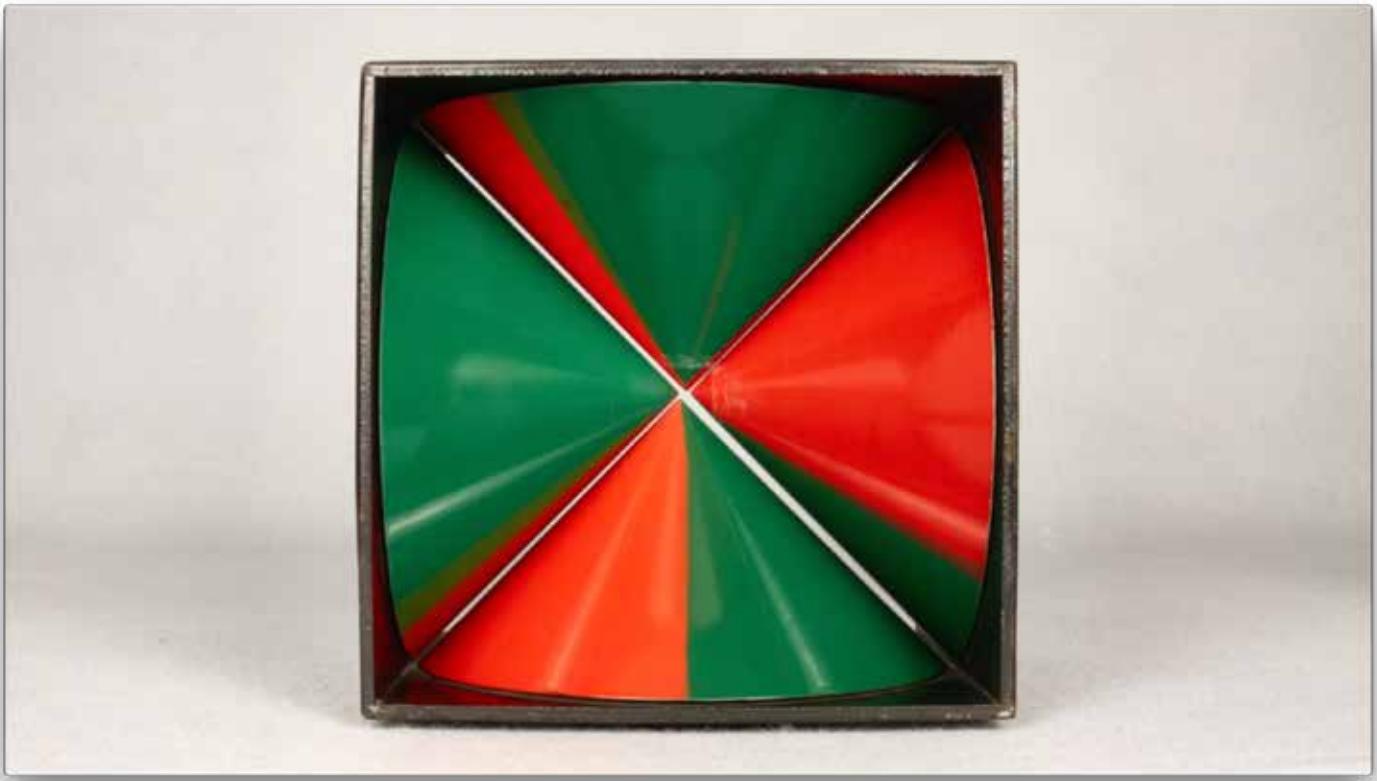
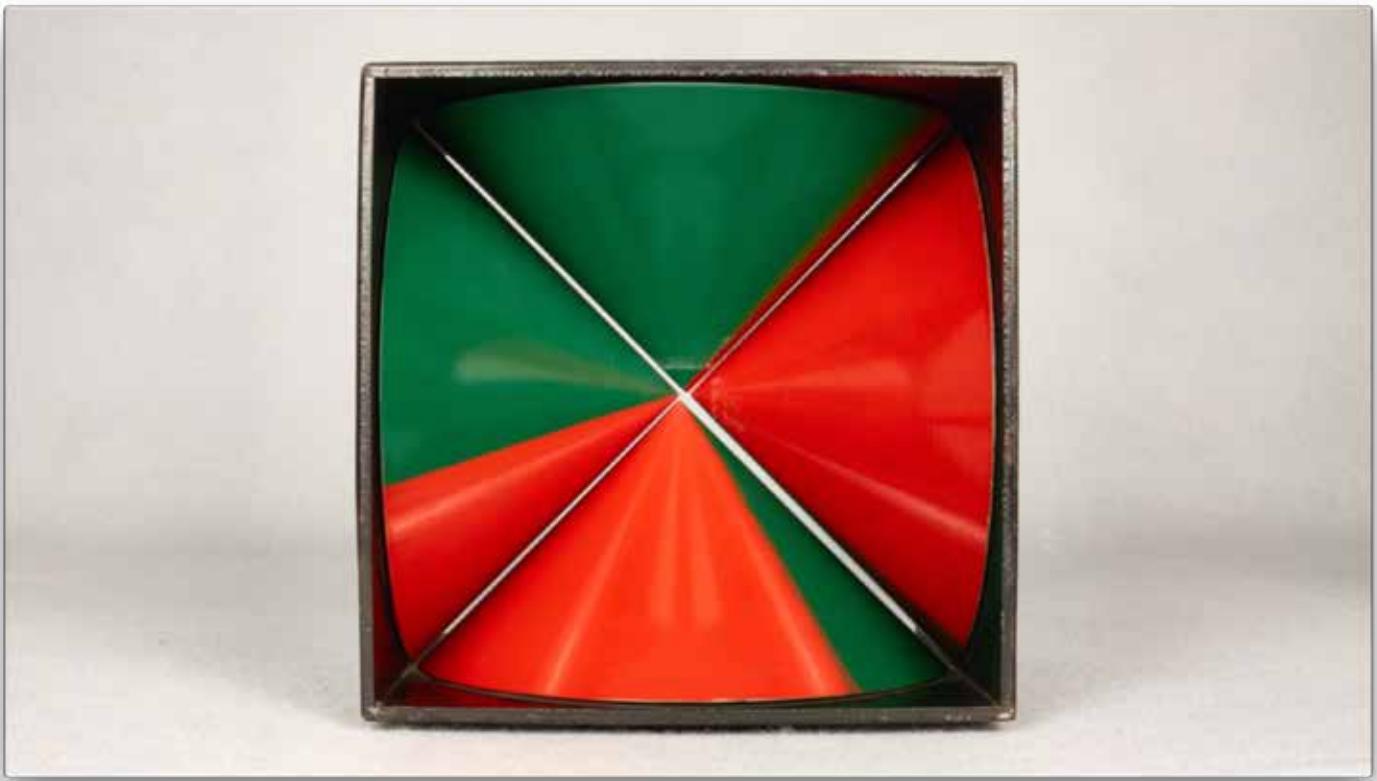
Still photography setup to produce frames for animated video of the Tetracono, in a collector's basement warehouse, Milan (2017)

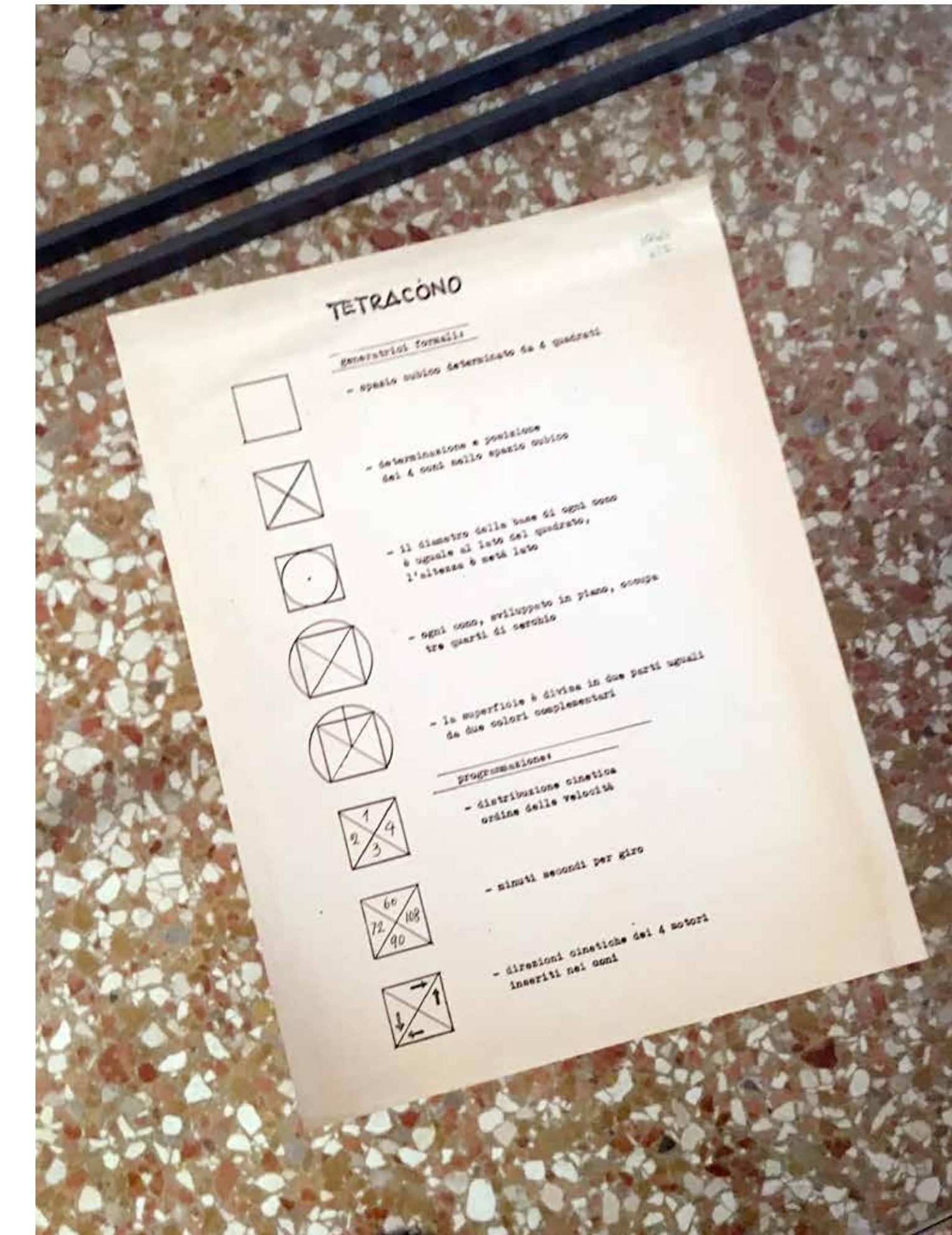
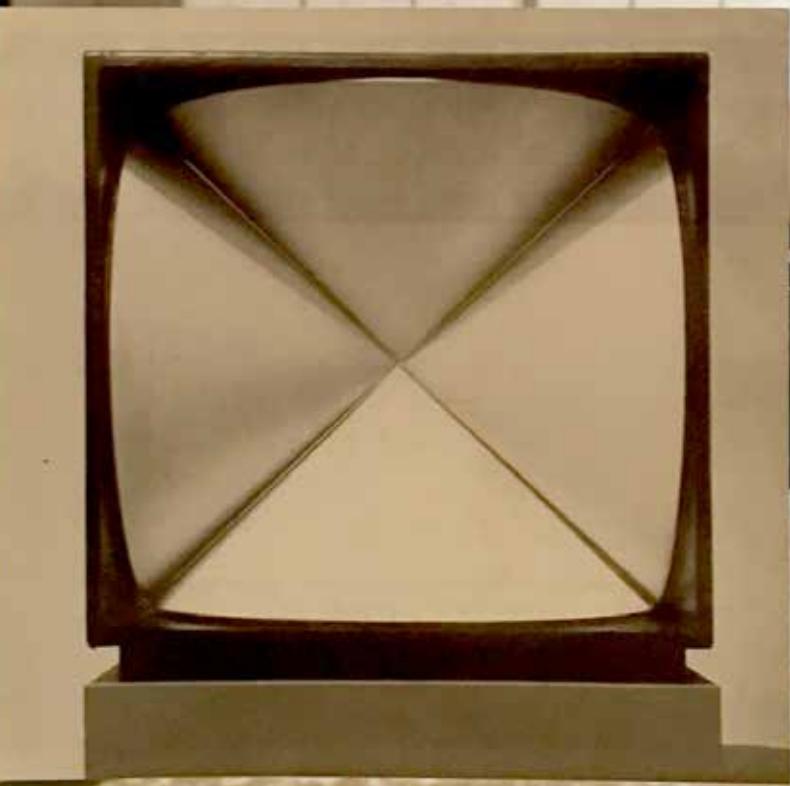
10. Design as Art, Bruno Munari and the Tetracono



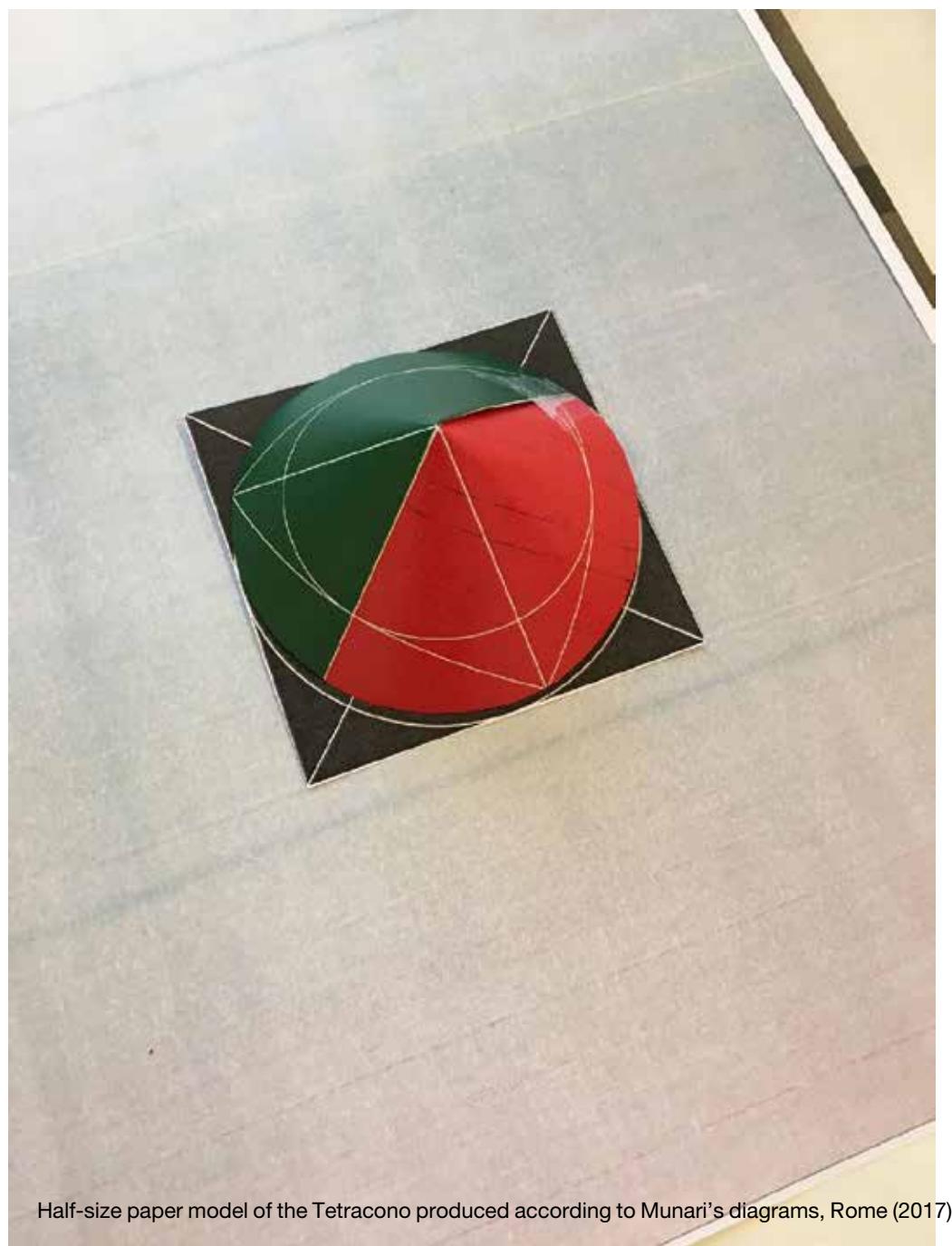
Contact sheet of still frames for animated video of the Tetracono, Milan (2017)



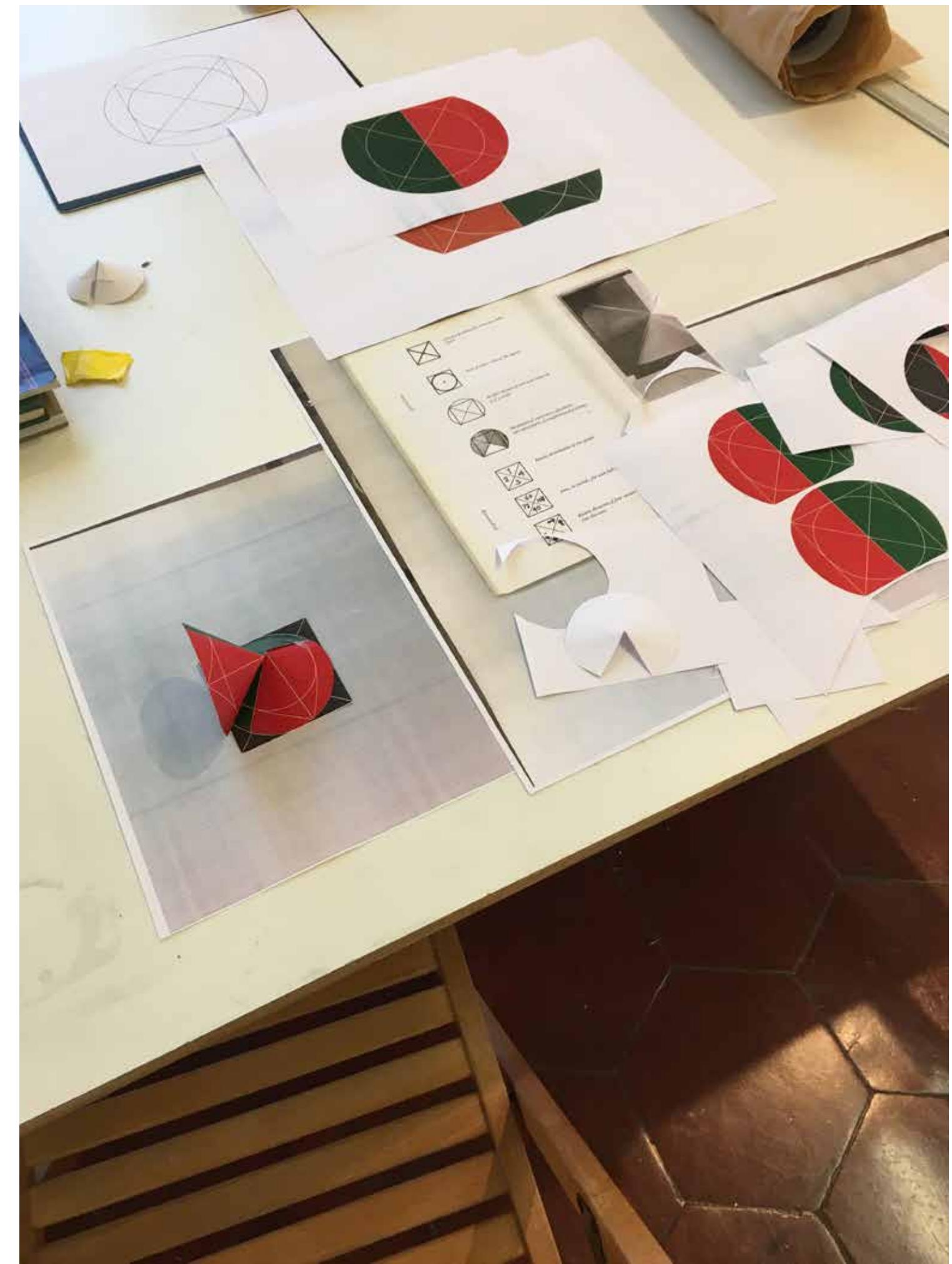




Original printed materials for the TETRACONO at the Fondazione Bruno Danese e Jacqueline Vodoz, Milan (2017)



Half-size paper model of the Tetracono produced according to Munari's diagrams, Rome (2017)

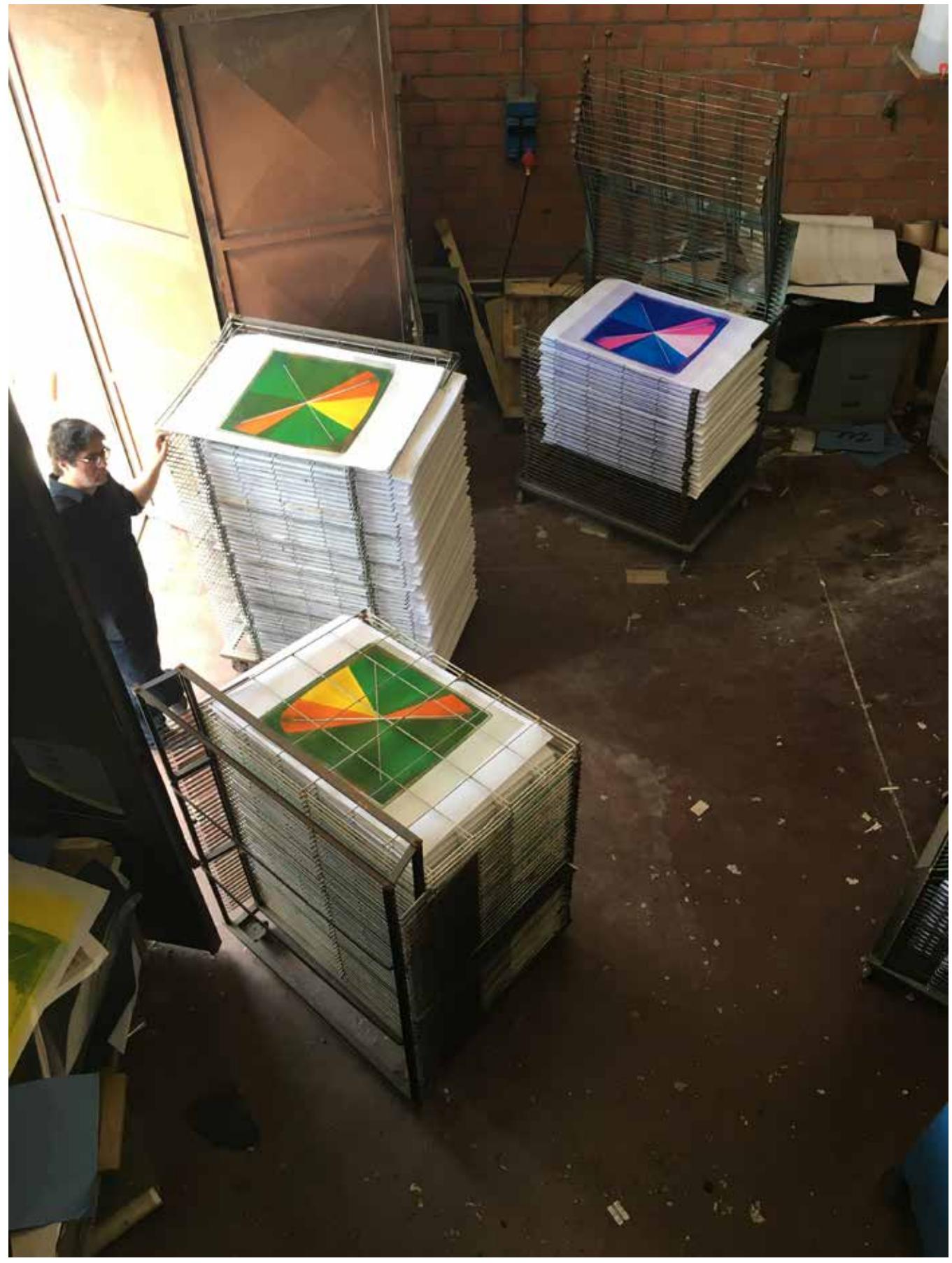




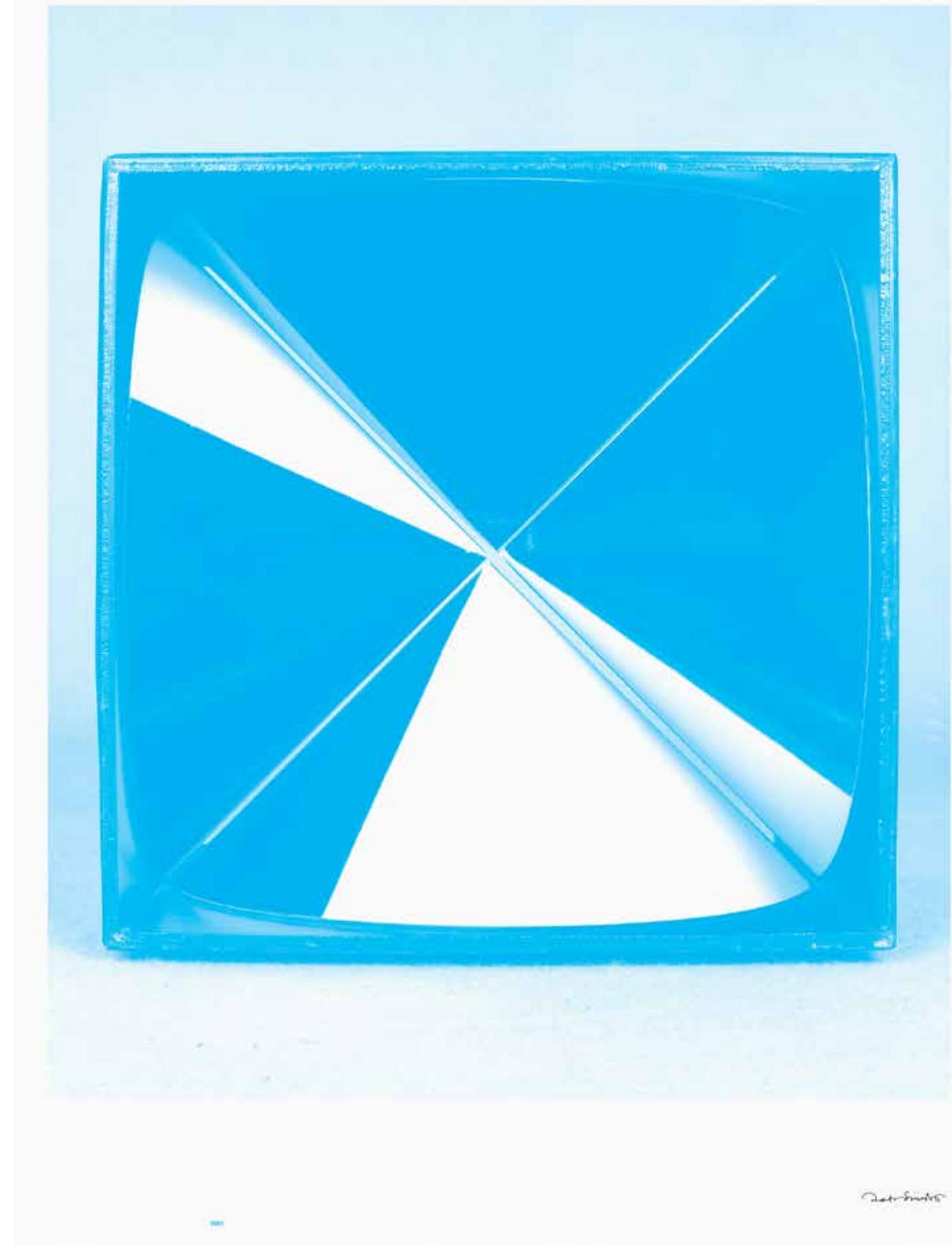
"Stampa Programmata," silk-screen base for a new composite print, Foligno (2017)



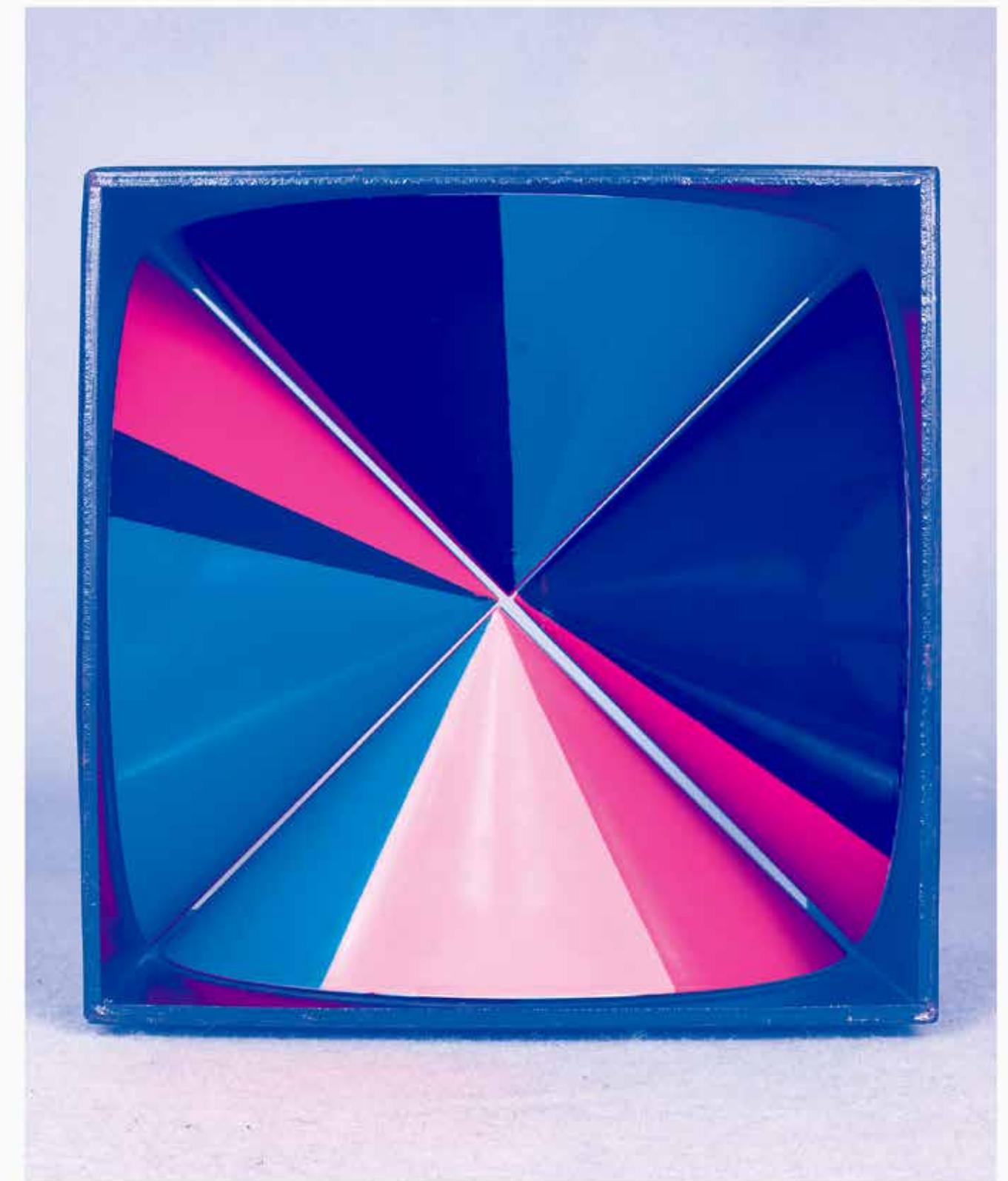
"Stampa Programmata," production in process at an industrial-artisan screen printer, Foligno (2017)



"Stampa Programmata," cyan plate of 4-color silk-screen from 3 minutes into the 18-minute cycle (2017)



"Stampa Programmata," magenta plate (w/ cyan) from 6 minutes into the 18-minute cycle (2017)



Bruno Munari

"Stampa Programmata," yellow plate (w/ cyan, magenta) from 9 minutes into the 18-minute cycle (2017)



Bruno Munari

"Stampa Programmata," black plate (w/ cyan, magenta, yellow) from 12 minutes into the 18-minute cycle (2017)



La dimensione temporale è di 1800 minuti secondi. 0000 0000 0000

Bruno Munari



