

RRFA 01: Robert Rauschenberg papers

Interviews: Gauger, Budd / Questions on "Ozone" and "Earth Summit" Posters /
Toledo Blade, 1992

Robert Rauschenberg

P.O. Box 54, Captiva, Florida 33924

MARCH 3, 1992

FAX TO ...

BUDD GAUGER
THE BLADE
TOLDEO, OHIO

DEAR MR. GAUGER,

FOLLOWING ARE RESPONSES TO YOUR QUESTIONS IN YOUR FEBRUARY
27th FAX:

Q. WHAT IS THE MEDIUM OF "OZONE" AND "EARTH SUMMIT" BUS
BILLBOARDS?

A. THE ORIGINAL FOR EACH BUSBOARD WAS ACRYLIC SILKSCREENS
ON PAPER. PHOTOGRAPHED AT THE TDI FACILITIES AND REPRODUCED
ON VINYL POSTERBOARDS.

Q. ARTISTIC ELEMENTS USED IN CREATING THE POSTERS?

A. ACRYLIC BRUSHSTROKES AND SILKSCREENS OF THE ARTIST'S
PHOTOGRAPHS (WITH THE ONLY EXCEPTION OF THE PURCHASED
RIGHTS TO THE USE OF "ATLAS HOLDING THE WORLD ON HIS
SHOULDERS" SCULPTURE IMAGE THAT APPEARS IN THE EARTH
SUMMIT POSTERBOARD).

Q. BEYOND LETTERING, WHAT ARE YOU HOPING TO CONVEY TO
PEOPLE WHO SEE THE POSTERS?

A. ALONG WITH THE WORDS, THE IMAGERY SPEAKS FOR ITSELF.

Q. IS IT CORRECT THAT YOU PERSONALLY CREATED THESE DESIGNS?

A. YES.

Q. SMALLER POSTERS FOR SALE TO BENEFIT THE EARTH SUMMIT?

A. MR. RAUSCHENBERG CREATED A PAINTING, ENTITLED "LAST TURN --
YOUR TURN," WHICH WAS REPRODUCED IN A LIMITED EDITION PRINT OF
200 TO BENEFIT THE PLEDGE FOUNDATION OF THE EARTH SUMMIT
CONFERENCE. ADDITIONALLY, POSTERS WERE MADE FROM THE
PRINT WHICH, AS THE OFFICIAL EARTH SUMMIT POSTER, WILL BE
GLOBALLY CIRCULATED TO PROMOTE AWARENESS OF AND BENEFIT
THE EARTH SUMMIT CONFERENCE IN RIO IN JUNE, '92.

[more]

Q. DO YOU PLAN TO ATTEND THE EARTH SUMMIT?

A. YES, FOR A FEW DAYS, AT THE INVITATION OF THE U.N.

Q. WHAT OTHER WAYS DO YOU WORK ON ENVIRONMENTAL ISSUES?
HAVE YOU DONE OTHER ENVIRONMENTAL THEMES IN YOUR ART?

A. PARTICIPATION OVER MANY YEARS THROUGH LETTERS TO
GOVERNMENT OFFICIALS, AS WELL AS THROUGH ART AND CONTRIBUTIONS
GLOBALLY TO ENVIRONMENTAL CAUSES.

THE FLEDGING ROBERT RAUSCHENBERG FOUNDATION FUNDED
THE AFOREMENTIONED BUS BILLBOARDS, PRINTS AND POSTERS,
ALONG WITH OTHER PUBLICATION PROJECTS TO PROMOTE PUBLIC
AWARENESS OF ENVIRONMENTAL ISSUES, ONE OF WHICH WENT TO
THE NATURAL RESOURCES DEFENSE COUNCIL (NRDC) RECENTLY.

A SIMILAR QUESTION RECENTLY PROMPTED A COUNT OF
57 POSTERS, PRINTS OR ARTWORKS CREATED DURING THE LAST
30 YEARS THAT RELATE TO THE ENVIRONMENT. RECENT EXAMPLES
INCLUDE A PRINT TO PROMOTE AWARENESS OF AND BENEFIT THE
RAINFORESTS, CIRCULATED VIA "THE GRATEFUL DEAD;" AND
PRINTS AND POSTERS FOR THE FIRST EARTH DAY IN 1970 AND AGAIN
FOR THE 20th ANNIVERSARY IN 1990.

ART HISTORY BOOKS ATTEST TO THE ARTIST'S CONTINUING
FOCUS ON THE GLOBAL ENVIRONMENT IN HIS OTHER ARTWORKS
THROUGHOUT HIS 40-PLUS PROFESSIONAL CAREER.

THANK YOU FOR YOUR INTEREST. FOR OUR RECORDS, PLEASE
SEND COPIES OF ANY ARTICLE YOU WRITE RELATING TO THESE
RESPONSES TO THE ADDRESS ON THIS LETTERHEAD.

CORDIALLY,



MS. BRADLEY JEFFRIES
ASSISTANT TO
ROBERT RAUSCHENBERG

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Mr. Robert Rauschenberg:[PAR]

I am writing a feature story on your 'Ozone' and 'Earth Summit' posters appearing on a third of the buses in Toledo.[PAR]

I interviewed Ronnie Apfelbaum of TDI by phone about this public-interest campaign. She told me that you had created and donated the posters for this public-awareness campaign. I asked about the possibility of talking to you about your involvement in environmental issues and your reasons for making this contribution. She suggested I convey questions by fax. So here are a few:[PAR]

What is the medium? Silkscreen, lithograph? What artistic elements have you used in creating the two posters? Beyond the lettering, what are you hoping to convey to people who see the posters? Is it correct that you personally created these designs? Bonnie Apfelbaum said she thought you would make smaller posters for sale to benefit the Earth Summit. Do you plan to attend the Earth Summit? What other ways do you work on environmental issues? Have you done other environmental themes in your art?[PAR]

Thank you.[PAR]

Budd Gauger,[QC]

The Blade[QC]

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(END)

by answer 75-

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