

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

What do telephones, poetry and The Museum of Modern Art have in common? The answer is to be found in the INFORMATION show on view this summer at the Museum. By dialing (212) 756-7032 from any phone in the wall or one of four phones installed in the gallery itself, you can hear one of fifty poets reciting his poetry.

Arranged by Giorno Poetry Systems, Dial-a-Poem is the creation of John Giorno, a 34-year-old New York poet-artist. Mr. Giorno conceived the Dial-a-Poem idea one day while dialing the weather. "Using the telephone as a new media, I wanted to expand our conception of art and expose poetry to a public who would otherwise not be responsive to it. Also, much poetry is meant to be heard, not merely read."

Some of the poems were written specifically for the INFORMATION show. Each is about two minutes long and falls within the categories of found poetry, black poetry, New York school poetry, chance poetry or pop poetry.

A graduate of Columbia University, Mr. Giorno's career has included working as a seaman and stockbroker. He writes found poetry. "The found poetry school takes images from newspapers and magazines and arranges these images visually." Some of Mr. Giorno's found poetry can be seen on silkscreen in the Museum. The poet contends, however, that found poetry is also exciting aurally. Mr. Giorno is presently spending his time recording new poems and finding new poets for the INFORMATION show. "My work," he says, "is at times a collage of other poets which becomes a work of art itself that changes daily."

Selected by Kynaston McShine, Associate Curator, Department of Paintings and Sculpture, INFORMATION will run through September 20. He says:

"Many of the highly intellectual and serious young artists represented here have addressed themselves to the question of how to create an art that reaches out to an audience larger than that which has been interested in contemporary art in the last few decades. Their attempt to be poetic and imaginative, without being either aloof or condescending, has led them into the communications areas that INFORMATION reflects."

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