

Sally Alatalo

DUZ #2, 1992

Screen printed & constructed box; offset print; found objects

3.5" x 10.75" x 5.5"

Courtesy of the artist and Sara Ranchose Publishing

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Artist's Statement

My work has evolved from my history as a printer and publisher of art, commercial products, and advertising ephemera. I am particularly interested in how printed matter, especially the book, is capable, with seeming innocence, of pervading culture.

As an artist and publisher of artists' books, one of my intentions is to use and promote the book as a space in which to make and read visual art. My interest this format lies principally in its accessibility perceptually, locationally, and monetarily.

Borrowing from literary publishers, I adopted the format of the pulp paperback for its economy of production. Somewhat unwittingly, the prescribed format has influenced the content of both the work I've made and that which I've solicited for publication, encouraging a consideration of the visual style and literary structure of pulp in addition to its physical format.

Sole proprietorship of a publishing business requires mutability as editor, author, collaborator, production staff and businesswoman – roles in which I have varying degrees of interest. Boredom with the business and marketing of publishing has gratuitously provided opportunity for creativity. One of these is the co-option of the reading and signing – a standard and fairly predictable marketing situation for authors and newly published books, but ripe for interruptions such as the repositioning of the reader and/or audience, the subversion of the author's usual relationship to his or her book, and upsetting the means by which the book is sold.