

# REGEN PROJECTS

Graham, Dan. "Media Study: Dan Graham." *Artforum* (September 2012) p. 114 [ill.]

**ARTFORUM**

## MEDIA STUDY

### DAN GRAHAM

IN MY EARLIEST conceptually oriented work, I used the magazine page as my medium. An exemplary, and perhaps the most absolute and complex, proto-conceptual magazine page that I made is *Schema* (March 1966). It is completely self-referential. Instead of relating to the white cube of the gallery, the work involves the "materiality" of its own self-referring information. As magazine information is disposable, the pages defeated the monetary aura of gallery art and also had the virtue of positioning art in a popular and publicly accessible domain. Placing work in the context of the magazine page allowed it to be read in juxtaposition to art criticism, art reviews, and art magazine reproductions of art objects installed in exhibition spaces. Presented as such, *Schema* (March 1966) framed the publication, showing its intrinsic ties to the gallery/magazine publicity structure. Reciprocally, this piece exists only by its own presence in the in-formational literalness of the magazine image. □

Schema for a set of pages whose component variants are specifically published as individual pages in various magazines and collections. In each printed instance, it is set in its final form (so it defines itself) by the editor of the publication where it is to appear, the exact data used to correspond in each specific instance to the specific facts of its published appearance. The following schema is entirely arbitrary; any might have been used, and deletions, additions or modifications for space or appearance on the part of the editor are possible.

#### SCHEMA:

(Number of) adjectives  
(Number of) adverbs  
(Percentage of) area not occupied by type  
(Percentage of) area occupied by type  
(Number of) columns  
(Number of) conjunctions  
(Depth of) depression of type into surface of page  
(Number of) gerunds  
(Number of) infinitives  
(Number of) letters of alphabets  
(Number of) lines  
(Number of) mathematical symbols  
(Number of) nouns  
(Number of) numbers  
(Number of) participles  
(Perimeter of) page  
(Weight of) paper sheet  
(Type) paper stock  
(Thickness of) paper  
(Number of) prepositions  
(Number of) pronouns  
(Number of point) size type  
(Name of) typeface  
(Number of) words  
(Number of) words capitalized  
(Number of) words italicized  
(Number of) words not capitalized  
(Number of) words not italicized

Dan Graham, *Schema* (March 1966), 1966-, magazine page, dimensions variable.