Art History and Karaoke:
SIX HANDS AND A CHEESE SANDWICH

Michalis Pichler

We cannot precisely say what is not appropriation. Impossible to draw a categorical line. Appropriation is practiced everywhere and all the time, also by people who never have heard the word. As someone said before, no author has his complete meaning alone.

The books on this list have in common that they are somewhat more explicit, sometimes strategic... sometimes indulging in borrowing, stealing, appropriating, inheriting, assimilating... being influenced, inspired, dependent, indebted, haunted, possessed... quoting, rewriting, reworking, refashioning... a re-vision, re-evaluation, variation, version, interpretation, imitation, proximation, supplement, increment, improvisation, prequel... pastiche, paraphrase, parody, forgery, homage, mimicry, travesty, shan-zhai, echo, allusion, intertextuality and karaoke.

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There are a variety of techniques of appropriation employed [often combined] in books today:

- the strategic use of found and pre-used material, be it image, object, sound, text or thought
- the use of an existing layout scheme or corporate identity (see Kippenberger, especially)
- the 1:1-use or paraphrase of a historic book title, using the same or alluding words, syntax or rhythm
- the reenactment of an «old» concept with «new» material
- the reenactment of «old» material with a «new» concept
- if a book paraphrases one explicit historical or contemporary predecessor in title, style and/or content, this technique is what I would call a «greatest hit»

By now the appropriation and paraphrasing of Ed Ruscha constitutes a genre of its own.

TWENTYSIX GASOLINE STATIONS, VARIOUS SMALL FIRES AND MILK, EVERY BUILDING ON THE SUNSET STRIP, SOME LOS ANGELES APARTMENTS, NINE SWIMMING POOLS AND A BROKEN GLASS, THIRTYFOUR PARKING LOTS, A FEW PALM TREES, REAL ESTATE OPPORTUNITIES, DUTCH DETAILS, BABYCAKES WITH WEIGHTS, 5 GIRL FRIENDS sounds so Ruscha.

SIX HANDS AND A CHEESE SANDWICH, THREE PALM TREES, BETWEEN HOMES IN TORON-
TO, TWENTYSIX ABANDONED GASOLINE STATIONS, MORE LOS ANGELES APARTMENTS, 73 HOUSES OF SINEMORETZ, NONE OF THE BUILDINGS ON SUNSET STRIP, THIRTY SIX FIRE STATIONS, 29 GAS STATIONS AND 26 VARIETY STORES, FIFTEEN PORNOGRAPHY COMPANIES, SEVEN SUNS, SOME BELSUNCE APARTMENTS, SOME FALLEN UMBRELLAS AND SOMETHING ELSE sounds so After-Ruscha.

Eventually this perception, to relate them all «back to Ruscha», has to do also with the historical attention span of the viewer. It is certainly possible to span a larger arc of tension. We may for example go back into the 18th and 19th century in Japan, when image-based chap-books were published in 3-, even 4-digit-print-runs, most notably under the authorship of Hiroshige and Hokusai:

THE HAUNTED HOUSE OF THE ONE HUNDRED HORRIBLE STORIES, SEVEN FANCIFUL HABITS, SEVEN ASPECTS OF THE ACTOR, FIFTYTHREE STATIONS OF THE TOKAIDO, FOUR SAMURAI FAMILIES, THIRTY SIX VIEWS OF MT FUJI, ONE HUNDRED VIEWS OF MOUNT FUJI, UNUSUAL VIEWS OF FAMOUS BRIDGES IN VARIOUS PROVINCES, ONE HUNDRED POEMS EXPLAINED BY A NURSE sounds like the appropriation and paraphrasing of Hokusai constitutes a genre of its own.

Did you know that 12 years before Ed Ruscha published EVERY BUILDING ON THE SUNSET STRIP, a Japanese artist called Yoshikazu Suzuki photographed buildings on Ginza, Tokyo, in almost the same style, and, believe it or not, published it under the title GINZA HACCHO (along with a second volume by Japanese writer and artist Shohachi Kimura) as an accordion foldout book?

Did Ruscha know? Does it matter if he knew? Maybe the belief that an appropriation is always a conscious strategic decision made by an author is just as naive as believing in an «original» author in the first place. Probably the wheel, just as the telephone, too, was invented more than once.

PS: There is a vast number of Printed Matter and other visible things on Paper not necessarily meant to be viewed as after Ruscha (most notably books before R., books conceived by R. himself & books by people who never heard of R.), but as always, half of the work is done by the viewer. Or, as Baldessari put it, you can take paint off a duck, but you cant take a duck out of a painting.

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Alexander, Jesse, MOTOR RACING PHOTOGRAPHS, At Speed Press, Santa Barbara [CA], 1985
Anonymous, 26 VEDUTE OFFSET DA KODACHROME [VENEZIA SOUVENIR]
Anonymous, A WALK PAST STANDING SWIMMINGPOOLS
Anonymous, B BAR & GRILL (Menu, Postcard, Calling Card), New York
Anonymous, FIFTY WAYS TO HIDE A PUSSY, 2007
Anonymous, FORTY SIX INSTRUMENTS OF DESIRE, Iowa City, 1991
Anonymous, NIAGARA FALLS Thirty-Six Fine Views, 1892
Anonymous (Edward Ruscha), TWENTYSIX GASOLINE STATIONS, Lulu, 2009, POD
Arceneaux, Edgar, 107th Street Watts, Frankfurt am Main, Revolver, 2003, ed. 1000
Artist Book Cooperative, ABCED (33 books by 24 artists: Benjamins, Erik, PRONOUNCED; Cook, Julie, DRESSED; Dea-
nor, Joshua, DISAPPEARED; Dikeman, Deanna, CLOTHED; Doeringer, Eric, STAINED; Free, Fred, FREED and VISITED;
Friedrich, Jochen, PEED; Henner, Mishka, PUMPED and RICHERTED; Keller, Jean, IGNORED; Lažetic, Tanja, COLORED
and EXPLODED; Lewis, Jonathan, ABSTRACTED and DISTILLED and SAMPLED; Major, EJ, APED; Neilson, Heidi, SIL-
CED; Schmid, Joachim, BORROWED and REPLICATED; Schmidt, Andreas, AUCTIONED and FUCKED and RORSCHA-
CHED; Schulz, David, DERAILED; Shaffer, Travis, REWORKED; Sira, Victor, YELLOWED; Soulelis, Paul, STRIPPED;
Tonnard, Elisabeth, RECOUNTED; van Iersel, Wil, CLICKED and COLLECTED; von Harder, Burkhard, SCARRED; Wes-
sels, Mariken, UNCOMPLETED; Zschiegner, Hermann, COVERED), Blurb, 2012, POD
Baake, Frans, Fleuve, Heemstede, Johan Deumens, 2006, ed. 750
Bach Cristensen, Steen, 36 Views of Mt. Fuji, Kopenhagen, Space Poetry, 2008
Ballard, Jill, Gergley, Chris & Linsley, Robert, South Granville, Vancouver, Old Mill Society, 2002
Bianchetti, Victoria, PEINTOCHOS CASILLAS DE SEGURIDAD, Blurb, 2009, POD
Brouws, Jeffrey, TWENTYSIX ABANDONED GASOLINE STATIONS, Santa Barbara [CA], A Handjob Press/National Gas-
N-Go Publication, 1992, ed. 1000
Brouws, Jeffrey, VARIOUS MINUTEMAN MISSILE SILOS, For A Small Fee, Inc., 2011, ed. 100
Burton, Wendy, REAL ESTATE OPPORTUNITIES, For A Small Fee, Inc., 2011, ed. 100
Bush, Stephen, Every Trail Marker For Twelve Miles, Lulu, 2008, POD
Carlson, Corinne, Henderson, Karen, Hiday, Marla, ROAD TEST, Toronto, 2000, ed. 100
Cazorla, Pauline, 67 beds, 21 in north america, 2012, ed. 30
Charleston, Lin, Too Many Trees And a Tesco Bag, London, 2008
Closky, Claude, 100 photos qui ne sont pas des photos de chevaux, Paris, Editions de la RN7, 1995
Closky, Claude, 100 photographs which are not photographs of horses, Paris, Editions de la RN7, 1995
Colen, Dan, PEANUTS, Astrup Fearnley Museum of Modern Art, 2011
Cook, Julie, SOME LOS VEGAS STRIP CLUBS, 2009, POD
Coward, Shaun, The buildings of the University of Chester, Blurb, 2011, POD
Cowley, Benjamin, FORTY EIGHT PUB BATHROOMS, Blurb, 2011, POD
Daniel, Bill, DEAD GAS STATIONS, New York, The Holster, 2010, ed. 50
Davidson, Cathy N., 36 VIEWS of MOUNT FUJI [On finding myself in Japan], New York, A Plume Book, 1993
Davis, Adam & Kate, REAL Book Buying OPPORTUNITIES, New York, Akdavisbooks, 2009
Dawes, Natalie, LONG-PLAYING, Blurb, 2010, POD
Denike, Jen, SEVEN SUNS, New York, Oliver Kamm 5BE Gallery, 2006, ed. 1000
De Roo, Wijananda, 16 Franse Hotelkamers + Uitzicht, Arnhem, 1980, ed. 500
Doeringer, Eric, REAL ESTATE OPPORTUNITIES, Quebec, Transcontinental Metrolitho, 2009, ed. 1000 [50 with glassine
dust jackets]
Doeringer, Eric, RECORDS, 2011, ed. 1000
Doeringer, Eric, SOME LOS ANGELES APARTMENTS, Quebec, 2009, ed. 1000 [50 with glassine dust jackets]
Doeringer, Eric, STAINS, 2010, ed. 10
Doggett, Sue, Various Domestic Compromises, 2011
Douglas, Stan, Every Building on 100 West Hastings, Arsenal Pulp Press, Vancouver, 2003
Dungeon, Jon, NINE DETECTIVE STORIES, Cambridge, 2012
Dunning, Jon, EVERYTHING OFF IN ONE BUILDING, Cambridge, 2012
Eatock, Daniel, 94 Blank Spreads, Lulu, 2010, ed. 94
Eaton, Jeff, A LOT, 2007
Erikson, Carl Johan, Thirteen Healed Bodies, OEI editor, Stockholm, 2011
[Available as Illustration of the Ten Realms, 1823]
Erskine, Harlan, Ten Convenient Stores, 2005, ed. 10
Estrada, Ruy, CANON STREET TEST, Blurb, 2013, POD
Eye, Frank, Twenty-four Former Filling Stations, England, 2007
Feldmann, Hans-Peter, 100 Jahre, München, Schirmer und Mosel Verlag, 2001
Feldmann, Hans-Peter, Smoke, Köln, Verlag der Buchhandlung Walther König, 2009
Fisher, Joel (Edward Ruscha), SIX HANDS AND A CHEESE SANDWICH, 1971
Flichman, Rafael, FI, Paris, 1999
Fowler, Stephen, Home Made Record Sleeves, Vol. 1, UK
Fowler, Stephen, Home Made Record Sleeves, Vol. 2, UK
Freuchen, Jan, Internal Combustion [TWENTYSIX GASOLINE STATIONS], Berlin, 2006
FujiColor Photo Co. Ltd., Ten Views of Mt. Fuji, Tokyo, 1957
Galler, Thomas, VARIOUS FIRES AND FOUR RUNNING BOYS, Zürich, Fink, 2009, ed. 500
Gasc, Anne-Véérie, SOME BELSUNCE APARTMENTS, Marseille, 2008, ed. 700
Giasson, Steve, SOME GASOLINE PRICES, Apple Pie Editions/Lulu, Manchester 2011, POD
Goode, Simon, VARIOUS SMALL COOKIES, London, 2011, ed. 50
Guy, Daniel S., TWENTYSIX FAITH FILLING STATIONS, blurb, 2011, POD
Habicht, Dejan, ONE LJUBLJANA APARTMENT, Ljubljana, 2012, POD
Habicht, Dejan, ONE PALM TREE, Ljubljana, 2012, POD
Habicht, Dejan, ONE SWIMMING POOL, Ljubljana, 2012, POD
Hackbardt, Marcella, VARIOUS UNBAKED COOKIES, 2010, ed. 100
Hackenschmidt, Sebastian & Oláh, Stefan, Sechszundzwanzig Wiener Tankstellen, Amsterdam, Roma, 2010, ed. 800
Hafif, Marcia, POMONA HOUSES, Pomona [CA], Mother Lode Editions, 1972, ed. 300
Henner, Mishka, FIFTY-ONE US MILITARY OUTPOSTS, Blurb, 2010, POD
Hinds, Jack, 2WENTY-6IX, Blurb, 2012, POD
Hirano, Taro, Foreclosure, Zürich, Nieves, 2008, ed. 200
Hiroshige, [Sixty-nine Stations of the Kiso Road], 1833
Hiroshige, [Twenty-Eight Views at Moonshine], Publisher Jakurindo, 1834
Hiroshige, [Fifty-Three Stations of the Tokaido], 1834
Hiroshige, [Thirty-six Views of Mount Fuji], 1852
Hiroshige, [Thirty-six Views of Mount Fuji], 1858
Hiroshige, [One Hundred Famous Views of Edox], 1842
Hokusai, [Along the Road of Eroticism], 1800
Hokusai, [Inside of Four Samurai Families], 1822
Hokusai, [The Seven Aspects of the Mirror of the Dressing Room on the Third Floor], 1791-94
Hokusai, [Strange Views of Famous Bridges in the Various Provinces], Publisher Eijudo, 1832
Hokusai, [The Fifty-three Stations of Tokaido], 1805
Hokusai, [The Haunted House of the One Hundred Horrible Stories], 1788-92
Hokusai, [One Hundred Poems Explained by a Nurse], 1835
Hokusai, [One Hundred Tales], 1831-34
Hokusai, [Seven Fancyful Habits], 1801-04
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Hokusai, [One Hundred Views of Mt. Fuji], 1834, 1835
Hokusai, [Eight Views of Ryukō], Publisher Moriya, 1832
Hruza, Dominik, 73 HÄUSER VON SINEMORETZ, Wien, 2004, ed. 150
Hüning, Fred, SOME FLAT FROGS [Skizzenbuch Nr. 2], 2012, ed. 25

(Kanno, Tomomi), *Book of Stain*, Tokyo, 2009
(Kanno, Tomomi), *Specimen of Stain*, Tokyo, 2009
Karnath, Hildegard, *Palmen*, Berlin, 2004
Key, Gandha, *FOURTEEN CAFES IN HOLLOWAY*, 2009
Key, Gandha, *sEveNdOorWaYsaNdABrOkENBoTTle*, 2008
(Kiyonaga), *Twelve Mirrors a la Mode*, 1786
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(Kunisada), *The Fifty Erotic Chapters*, 1835
(Kuniyoshi), *Eight Views of Omi*, 1833
Koch, Lewis, *TWENTYONE YELLOWSTONE PARKING LOTS*, blurb, 2013, POD
Lažetić, Tanja, *Twentysix Gasoline Stations (552km)*, Ljubljana, 2010, ed. 100
Lester, Gabriel, *Sixtytwo Gasoline Stations*, 2007, ed. 10
Lewis, Jonathan, *FOURTEEN CHOCOLATE BARS*, Blurb, 2007, POD [ed. 50 signed]
Louro, Helena, *SOME BERL LinER SPACESHIPS*, 2011, POD
miss read, *REAL OPPORTUNITIES* [Poster], Berlin, KW Institute for Contemporary Art, 2010, ed. 5500
miss read, *TWENTYSIX STATIONS*, Berlin, KW Institute for Contemporary Art, 2009, ed. 1200
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Monk, Jonathan, *BROKEN GLASS IN THE SWIMMING POOL* [Postcard], Lisboa, Cristina Guerra, 2009
Monk, Jonathan, *NONE OF THE BUILDINGS ON SUNSET STRIP*, Frankfurt am Main, Revolver, 2002, ed. 500
Mortensen, Audun, *THIRTY CELLAR DOORS*, 2010
Morua, Angel, *BARCELONA*, Bilbao, CiudadCity, 2007
Morua, Angel, *LA HABANA: EL MALECON*, Bilbao, CiudadCity, 2007
Morua, Angel, *MIAMI LA HABANA*, Bilbao, CiudadCity, 2007
Morua, Angel, *NEW YORK: EAST RIVER*, Bilbao, CiudadCity, 2007
Murphy, Brian, *TWENTYSIX BEER STEINS AND A BEAR*, 2012
Murphy, Dan, *88 BIKEs*, Philadelphia, 2010
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Mussman, Toby, *29 Gas Stations and 26 Variety Stores*, South Portland (ME), T. Mussman, 2005
Nauman, Bruce, *burning small fires* [Poster], San Francisco, 1968
Ohnemus, Günter, *SIEBENUNDSECHZIG ANSICHTEN EINER FRAU*, Augsburg, Maro Verlag, 1995
Ohyana, Yukio & Yamashita, Shigeki (ed.), *FOUR SEASONS OF MT. FUJI*, Kodansha International Ltd., 2011
(Osamu, Dazai, *One Hundred Views of Mt. Fuji*, Tokyo, Sunagoya Shobou, 1939
Parratt, Dan, *TWENTYSIX GASOLINE STATIONS*, Blurb, 2013, POD
Performance Re-enactment Society, Cover of Crackers, Bristol, 2011
Pichler, Michalis, *hearts*, Frankfurt am Main, Revolver, 2008, ed. 600
Pichler, Michalis, *OTHER SONNETS (NINE SWIMMING SONNETS, REAL ESTATE SONNETS, TWENTYSIX GASOLINE SONNETS)*, Berlin, 2011, ed. 30
Pichler, Michalis, *SECHSUNDZWANZIG AUTOBAHN FLAGGEN*, Revolver, 2006, ed. 600 [50 with white cover]
Pichler, Michalis, *SOME FALLEN UMBRELLAS*, Marseille, (un)limited store, 2008, ed. 5000
Pichler, Michalis, *stars & stripes aka new york garbage flag profile*, Revolver, 2005, ed. 600 [50 with white cover]
Prioux, Clara, Nineteen Potted Palms, Strasbourg, 2010, ed. 40
Porteous, Susan, *Thirtyfour Parking Lots*, 2007, POD
Rafman, Jon, *SIXTEEN GOOGLE STREET VIEWS*, Lenexa (KS), Golden Age, 2009, ed. 100
Rubin, Sy and Siegel, Larry, *14th Street*, Providence (RI), Matrix Publications, 1981
Ruscha, Ed, *COLORED PEOPLE*, Los Angeles, 1972, ed. 4065
Ruscha, Ed, *DUTCH DETAILS*, Sonsbeek, Octopus Foundation, 1971
Ruscha, Ed, *REAL ESTATE OPPORTUNITIES*, Los Angeles, 1970, ed. 4000
Ruscha, Ed, *THEN & NOW*, Gottingen, Steidl, 2005
Russ, David John, *EMINENT ERECTIONS*, Solid Productions, 1985, ed. 400
Ruswedel, Mark, *ONE THOUSAND TWO HUNDRED TWELVE PALMS*, Yale University Art Gallery, New Haven, 2010, ed. 500
Saint-Loubert Bié, Jérôme, *Sunset Hollywood*, Los Angeles, California, 1999
Sancisi, Gabriella, A-ZED, Blurb, 2013, POD
Sanders, Jeremy, Various Homages to Ed Ruscha, GH Booksellers, East Hampton, 2009
Seifert, Frank, PASSION – Le Mont St Michel, Blurb, 2010, POD
Sérandour, Yann, Fire Station No. 8, Fire Station No. 20, Fire Station No. 48, (3 Postcards), Montreal, 2007
Sérandour, Yann, THIRTY SIX FIRE STATIONS, Rennes, 2004, ed. 600
Shaffer, Travis, ELEVEN MEGA CHURCHES, Lexington, KY, 2010, ed. 1000
Shaffer, Travis, REAL ESTATE OPPORTUNITIES, Blurb, 2010, POD
Shaffer, Travis, THIRTYFOUR PARKING LOTS, 2008, ed. 400
[Shincho, Katsukawa], (Twelve Tastes in the Classification of Passion), 1785
Sleeth, Matthew, TEN SERIES/106 PHOTOGRAPHS [TWELVE VIEWS OF MT. FUJI], New York, Aperture, 2007
Schmidt, Andreas, NINE LIVE SWIMMING POOLS, 2011, ed. 100
Sowden, Thomas, FIFTY TWO SHOPPING TROLLEYS IN PARKING LOTS, Bristol, 2004/2010 ed. 15/100
Sowden, Thomas, HOMELESS PEOPLE, Bristol, 2004/2010 ed. 15/100
Sowden, Thomas, Some of The Buildings on The Sunset Strip, Los Angeles, 2008, ed. 30
Starks, Gary, A Different View out of a Similar Window, Toronto, 1996
Starks, Gary, Between Homes in Toronto, Toronto, 1996
Starks, Gary, Three Palm Trees, Toronto, 1996
Steele-Perkins, Chris, FUJI, New York, Umbrage Editions, 2002
Stevens, EF, Covers, 2009
Stringfellow, Kim, TWENTYSIX ABANDONED JACKRABBIT HOMEDESTADS, 2010, ed. 25
Sullivan, Derek, EVERY LETTER IN «THE SUNSET STRIP», Lulu, 2008, POD
Sullivan, Derek, PERSISTENT HUTS, New York, Printed Matter, Inc., 2008
[Suzuki, Yoshikazu & (Kimura, Shohachi, (Ginza Haccho) & (Ginza Kaiwai), Tokyo, Toho-Shuppan, 1954
Svensson, Chris, VARIOUS STUDIOS & HOMES INHABITED BY ED RUSCHA, 2009
Tabuchi, Eric, TWENTYSIX ABANDONED GASOLINE STATIONS, Paris, Florence Loewy 2008, ed. 500
Tabuchi, Eric, HYPER TROPHY (12 booklets in 2 slipcases), Paris, Florence Loewy 2010, ed. 500
Takada, Kazuhide, New Thirty-Six Views of Mt. Fuji, Delray Beach, Florida, Morikami Museum, 2003
The Lincoln Hills Photography Group, 36 Views of the Golden Gate Bridge, Blurb, 2012, POD
de la Torre, Claudia, TEN (UNKNOWN) GASOLINE STATIONS, 2012, ed. 500
Valsella, Marc, TWELVE LOSANGELES CORNERS, ed. 100
Van der Weijde, Erik, Palm Trees, Brazil, 447zine, 2009
Van der Weijde, Erik, PALM TREES, Brazil, 447zine, 2009
Van Leer, Louisa, FIIFTEEN PORNOGRAPHY COMPANIES, 2006, ed. 500
Venables, Sam, Twenty seven Television Sets, 2007
Vinogradov, Alexei, My Love – Fuji Another Hundred Views of Mount Fuji, Blurb, 2008, POD
Voigt, Reinhard, EVERY MAILBOX ON THE READ ROAD, 2007, ed. 11
Voss, Jan, FIFTY FOUR PEANUTS, Amsterdam, 2007, ed. 54
Wallace, Ian, VALENCIAN FACADES, LAS ARENAS SWIMMING POOL, IVAM Centre Julio Gonzalez, Valencia, 1997
Waters, John, 12 ASSHOLES AND A DIRTY FOOT, Little Cockroach Press 13, 1999
Wessel, Henry, HOUSE PICTURES, Fraenkel Gallery, San Francisco, 1992, ed. 500
Wilson, Keith, ALL THE BUILDINGS ON BURNET ROAD, 2011, Walleye Systems, ed. 12
Wilson, Robert A., TEN TINTYPES AND A TIGER, New York, ed. 300, 1983
Wyse, Mark, 17 Parked Cars in Various Parking Lots Along Pacific Coast Highway Between My House and Ed Ruscha’s, 2000, ed. 10
[ed. Yamaguchi, Akihiro], [Between Hokusai’s Thirty-six Views of Mount Fuji and Hiroshige’s], Tokyo, Jinbunsha, 2005
Zelazny, Roger, 24 views of Mt. Fuji, by Hokusai, 1986
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