

L.A. LOUVER, Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Title: "Poem Makers: Wallace Berman,  
George Herms, and Jess"

Dates: June 5th - June 27th, 1992

Location: 55 N. Venice Blvd. and  
77 Market Street

Hours: 12-5 pm., Tuesday-Saturday

L.A. Louver is pleased to announce an exhibition which showcases the publication of an extraordinary limited edition facsimile version of SEMINA volumes 1-9 by Wallace Berman (1926-1976). These volumes, along with original documents and photographs belonging to Jess and from the Berman and Patricia Jordan archives housed at the Archives of American Art in Los Angeles, will be exhibited together with the art of Wallace Berman and that of his close friends, George Herms and Jess who was also a contributor to SEMINA. This is the first time that the Archives, a branch of the Smithsonian Institute, have collaborated with a commercial gallery in the loan of original, archival documents. The project took four years to complete and was supervised throughout by George Herms who ensured the veracity to the original. The nine volumes as well as the mixed media constructions represent the principal result of Berman's creative output between 1957-1964 and precede the verifax collages he made subsequently until his death in 1976. Berman hand printed the journals, individually typesetting the poems and literature and setting them within interior pockets together with photographs of friends and artworks. He then distributed them to an everchanging personal mailing list thus presaging important art movements such as mail art, Fluxus and Conceptual art. By selecting the artists, poets and writers who contributed works, these volumes are as much a statement about the contemporary artistic and literary zeitgeist as they are about Berman himself. Contributors included people as diverse as William Burroughs, Jean Cocteau, Allen Ginsberg, Michael McClure, Robert Duncan and others. We are thrilled to be able to mount this important, historical exhibition which so eloquently documents a fascinating period of cultural life and artistic production in California.

For further information, please contact Rhona Edelbaum at (310) 822-4955.