

Institute for Advanced Studies  
in Contemporary Art

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Dear Friends and Colleagues,

In 76-77 Institute for Advanced Studies in Contemporary Art worked with the Art Libraries Society of North America to present an exhibition and information access project of alternate publications and periodicals, artists' books, contemporary art materials and avant-garde press publications at the ARLIS/NA annual conference. Following the very successful exhibition at ARLIS/NA, the materials were made available to individuals attending the College Art Association Conference, where these materials were also very much appreciated.

We have been invited once again to organize a similar project for the ARLIS/NA conference in New York. Working with us will be the individual who was responsible for the complex administrative arrangements, and to whom the success of our project belongs, Judith Hoffberg, Executive Secretary of ARLIS/NA. Ms. Hoffberg is a member of the Board of the College Art Association, and will work once again to send our exhibition over to the CAA conference once our own activities at ARLIS/NA are concluded.

You are invited, therefore, to send catalogs, display materials, sample issues of journals and magazines, and single exhibition copies of book-format publications for the 1978 ARLIS/IASCA information exhibition. These materials will be placed in the hands of professional art librarians and heads of book order departments from across the continent, and should - as last year - create valuable connections and important new markets for many of you.

Your materials must be shipped to

MS. JUDITH A. HOFFBERG  
ARLIS/NA CONFERENCE  
BARBIZON PLAZA HOTEL  
106 CENTRAL PARK SOUTH  
NEW YORK CITY, NEW YORK 10019

also marked:

HOLD FOR  
ARLIS/NA  
CONFERENCE

All material should be sent so as to arrive no later than the 10 of JANUARY, 1978. While it should not arrive too far in advance, it must be in New York by January 10, and you should ask your shipping department or postal service all necessary questions to make sure your material arrives in time.

You should send up to 500 copies of any material you wish distributed, including catalogs, announcements, brochures, leaflets, etc. Please send no more than 500 copies.

Most publishers will find it useful to send examples of books, display material, recordings, and specific projects described in catalogs and on order forms.

Journals or magazines may be sent in as many multiple copies as possible for distribution, and should include order blanks and full subscription information.

To avoid confusion, you should be aware of the following facts: Ms. Hoffberg will not reach New York until shortly before the conference. If your material is there by the specified date, it will be included. If it arrives slightly late, but still in time for the conference, it will be included. There should be no need for you to write or to call Ms. Hoffberg prior to the conference. Please include a return postcard with your shipment, so that we may acknowledge receipt and display: because volunteer staff help to mount the exhibition, return addresses, boxes, etc., sometimes become separated, so your card will help us to stay in touch. The very great success of this project makes this request imperative if you wish confirmation. Since exhibition opportunities which make it possible for publishers to meet librarians usually cost substantial sums of money - and, in fact, established exhibitors at the ARLIS/NA convention now bid against each other for the right to pay for exhibition space in the traditional exhibition - this is a rare opportunity. Since this exhibition is entirely financed by the Institute for Advanced Studies in Contemporary Art, and administered in conjunction with ARLIS/NA, your cooperation in making it possible to serve you is appreciated.

Further, Ms. Hoffberg is not on staff at IASCA, and may not be reached at this address. If you do wish to contact her, write: Judith A. Hoffberg, Executive Secretary, ARLIS/NA, P.O. Box 3692, Glendale, California 91201. The only problem we encountered last year was the confirmation problem and the problem of people writing to Ms. Hoffberg at IASCA, or people writing to me at ARLIS/NA.

Judith Hoffberg is one of the foremost experts on artists' book and contemporary art publications. It will be of informative value to your potential clients to make sure that she is on your regular catalog and review copy lists at her Glendale address.

IASCA organizes a number of projects every year, consults to others, and helps to arrange review and information access on arts publications to many editors and librarians. I would be delighted to be placed on your mailing list at our San Diego address, to receive books as they appear, and to be placed on periodical subscription lists for information access. I welcome any communication you may wish to send, and can be reached by phone best at (714) 583-7270, the private line into my office, since I always prefer to speak personally with publishers and enjoy the contact.

We look forward to your participation in this year's IASCA/ARLIS publishing information display.

K.S.Friedman