

**Why
Publish
Noise?**



(An expanded definition of publishing surpasses the production of books & mags to include electronic mail & computer bulletin boards, fax, telephone, radio & cable video, artist multiples. Noise is those particles which escape automatic assimilation by the cognitive machine. It is located outside the bounds of production & coherency. Print noise would be that information which can never become part of corporately appropriated mainstream media. Experimental literature, book art, visual/verbal, anarchist & radical criticism are all examples of print noise.)

"Responsibility is the ability to respond."

—Robert Duncan

- Because.
- Because causes are the earth.
- Because once unchecked & unleashed, the visual/verbal thought form is instinctive sensory behavior.
- Because: information + transmission = publishing.
- Because the noise which issues from the experimental print culture contradicts the habitual nausea of *mediated* language. Publishing experimedia reunites the instrument of difference with the social model of communication.

- Because the visual/verbal thought form is a productive yet radical departure from the linear rational brain. The impulse toward counter-media propagates a sympathetic experimental audience.
- Because "artists are the antennæ of the race" saith Ezra Lb.

- Because cultural dyslexia is only countered by reconstructed alter-natives to mass media.
- Because underground print culture has been extended (attenuated) to the point where the act of reading is mental publishing, imaginary reproduction. There would be no segregation between reader, writer & publisher. Publishing is the distribution of select information to readers who become publicists.

- **Because in order to optimize dissemination of radical media, syndicating & plagiarizing information is a matter of interdependent survival... anonymity & identity of ideas is somehow a disguise for a collective bashing of the profit economy of information.**
- **Because in the world of mail art even correspondence is spontaneous publishing, global transmission delimits a sustain-able cultural ignorance.**

- **Because experimental publishing is the reversal of a disposable media which reduces all information to identical & easy to swallow info pills. It is the conservation of unassimilable artistry, which is denied penetration into the popular culture. Oftentimes, obscurity is a survivalistic necessity & the only action is producing disinformation-objects which threaten aesthetics or investigate divergence. An ecology of information includes continual documentation of the ideational process, the uncensored assertion of obscurity & radical shifts from institutionalized information. est for scholars & readers are the works which are deviant & outside the mainstream.**

- Because they put the thought with ink on the paper & fold it.
- Because the experience acquired from maneuvering a thought-form to its object-state is part of the inherent architecture of producing new ideas ...[such as taking a poem & making it into a book & all the minute details which are intrinsic to the life of the poem]. Learning to be responsible for the production of your own media from start to finish is an obvious holistic strategy. Away with specialization.

- **Because publishing duplicates the act of communication. In many instances of isolation the existence of only an original constitutes appropriate publication. In the same sense a phone call is an immaterial publication of information.**
- **Because publishing is furtherance.**
- **Because for the first time publishing signifies the utter decentralization of experimentalism. The resistance to isolation is also an invasion of the mysteries of the future, of the yet to be created.**

- Because stagnation is a symptomatic fear of the unknown & its antidote, permutation & change are rendered most effectively by the utopia of publishing not only blasphemous noise. A subliminal campaign of strategically administered doses of discrete print noise can alter the cultural pillars of rationality forever.
- Because if you're going to say something, you might as well be heard, otherwise you're talking to yourself.
- Because anaphora is a most insistent prosody.

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