

Selections from the Survival Series, 1984
Electronic moving message unit, LED sign, green diode
15 x 152 x 18 cm
Location: NEW Hotel, NEW TASTE Restaurant

WORKS FROM THE
DAKIS JOANNOU
COLLECTION AT NEW HOTEL

JENNY HOLZER

Born July 29, 1950, in Gallipolis, Ohio, into a family of two generations of Ford auto dealers. She completed her undergraduate degree at Ohio University after attending Duke University and the University of Chicago. While enrolled in the Rhode Island School of Design, Holzer experimented with an abstract painting style influenced by the color field painters Mark Rothko and Morris Louis. In 1976 she moved to Manhattan, participating in the Whitney Museum's independent study program. Holzer's conception of language as art, in which semantics developed into her aesthetic, began to emerge in New York. The Whitney program included an extensive reading list incorporating Western and Eastern literature and philosophy. Holzer felt the writings could be simplified to phrases everyone could understand. She called these summaries her "Truisms" (1978), which she printed anonymously in black italic script on white paper and wheat-pasted to building facades, signs, and telephone booths in lower Manhattan. Arranged in alphabetical order and comprised of short sentences, her "Truisms" inspired pedestrians to scribble messages on the posters and make verbal comments. Holzer would stand and listen to the dialogues invoked by her words.

