

Joyce Kozloff, September, 1976

Statement for “10 Approaches to the Decorative,” Alessandra Gallery, NY

An Answer to Ad Reinhardt’s “On Negation” – Negating the Negative

anti-pure, anti-purist, anti-puritanical, anti-minimalist, anti-post minimalist, anti-reductivist, anti-formalist, anti-pristine, anti-austere, anti-bare, anti-blank, anti-bland, anti-boring, anti-empty, anti-dull, anti-monotonous, anti-flat, anti-picture plane, anti-sterile, anti-clean, anti-sanitized, anti-machine-made, anti-technological, anti-computerized, anti-universal, anti-internationalist, anti-imperialist, anti-bauhausist, anti-dominant, anti-authoritarian, anti-mandarinist, anti-mainstreamist, anti-transcendent, anti-rigid, anti-systemic, anti-linguisticized, anti-bureaucratized, anti-black, anti-white, anti-grey, anti-grid, anti-god, anti-moralistic, anti-religious, anti-priestly, anti-mystifying, anti-mystical, anti-orthodox, anti-logic, anti-conceptual, anti-male dominated, anti-virile, anti-tough, anti-cool, anti-cruel, anti-cold, anti-rational, anti-absolutist, anti-academic, anti-dogmatic, anti-doctrinaire, anti-aesthetic, anti-classicist, anti-hermetic, anti-exclusivist, anti-idealist, anti-conventionalist, anti-determinist, anti-programmatic, anti-dehumanized, anti-unintelligible, anti-sophisticated, anti-disinterested, anti-uninteresting, anti-detached, anti-emotionless, anti-meaningless, anti-formless, anti-colorless, anti-lineless, anti-spaceless, anti-lightless, anti-textureless, anti-imageless, anti-timeless, anti-deathless, anti-lifeless, anti-breathless, anti-elitist, anti-historicist, anti-loveless, anti-sexless, anti-pleasureless, anti-funless, anti-jargonized, anti-structuralist, anti-dictatorial, anti-ordered, anti-closed, anti-controlled, anti-controlling, anti-arrogant, anti-sublime, anti-grandiose, anti-pedantic, anti-patriarchal, anti-heroic, anti-genius, anti-master.

On Affirmation –

additive, subjective, romantic, imaginative, personal, autobiographical, whimsical, narrative, decorative, lyrical, architectural, sculptural, primitive, eccentric, local, specific, spontaneous, irrational, private, impulsive, gestural, handwritten, handmade, colorful, joyful, obsessive, fussy, funny, funky, vulgar, perverse, mannerist, tribal, rococo, tactile, self-referring, sumptuous, sensuous, salacious, eclectic, exotic, messy, monstrous, complex, ornamented, embroidered, articulated, spatial, light-filled, delicate, warm, open, questioning, sharing.....