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Figure 1.3

Pigeon Lines, 1975
Bread, pigeons
Installation: Providence, Rhode Island, USA
© 1975 Jenny Holzer, member Artists Rights Society (ARS), NY
Figure 1.4

*Beach Carpet*, 1975
Acrylic on cotton
600 ft. / 182.9 m
© 1975 Jenny Holzer, member Artists Rights Society (ARS), NY
Two bodies run together, fuse, and then vanish

Figure 1.5

Diagrams, 1976
Ink on paper
6 x 4.5 in. / 15.2 x 11.4 cm, each
© 1976 Jenny Holzer, member Artists Rights Society (ARS), NY
from *Truisms* (1977–79), 1977
Offset poster
24 x 18 in. / 61 x 45.7 cm
Installation: New York, 1977
© 1977 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Jenny Holzer
Figure 2.2

*Manifesto Show*, with Colin Fitzgibbon and Collaborative Projects, 1979
Installation: 5 Bleecker Street, New York
© 1979 Jenny Holzer, member Artists Rights Society (ARS), NY
Courtesy: Jenny Holzer / Art Resource, NY
DON'T TALK DOWN TO ME. DON'T
BE POLITE TO ME. DON'T
TRY TO MAKE ME FEEL NICE.
DON'T RELAX. I'LL CUT THE
SMILE OFF YOUR FACE. YOU
THINK I DON'T KNOW WHAT'S
GOING ON. YOU THINK I'M
AFRAID TO REACT. THE JOKE'S
ON YOU. I'M BIDING MY TIME,
LOOKING FOR THE SPOT. YOU
THINK NO ONE CAN REACH YOU,
NO ONE CAN HAVE WHAT YOU
HAVE. I'VE BEEN PLANNING
WHILE YOU'RE PLAYING. I'VE
BEEN SAVING WHILE YOU'RE
SPENDING. THE GAME IS
ALMOST OVER SO IT'S
TIME YOU ACKNOWLEDGE ME.
DO YOU WANT TO FALL NOT
EVER KNOWING WHO TOOK YOU?

Figure 2.3

from Inflammatory Essays
Offset poster
17 x 17 in. / 43.2 x 43.2 cm
Installation: New York, c. 1979-82
© 1979 Jenny Holzer, member Artists Rights Society (ARS), NY
After dark it’s a relief to see a girl walking toward or behind you. Then you’re much less likely to be assaulted.

Figure 2.4

Living: After dark it’s a relief to see a girl..., 1981
Cast-bronze plaque
5 x 10 in. / 12.7 x 25.4 cm
Text: Living, 1980-82
© 1981 Jenny Holzer, member Artists Rights Society (ARS), NY
Figure 2.5

from *Truisms* (1977–79), 1978
Photostats, audio tape, posters (partially destroyed)
Installation: Franklin Furnace, New York, 1978
© 1978 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Mike Glier
from Truisms (1977–79), 1979
Photostats and audiotape
© 1979 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Jenny Holzer
Figure 2.7

color photostats and audiotape
8” x 36”

Text: Truisms, 1977–79
© Jenny Holzer, member Artists Rights Society (ARS), NY
Figure 3.1

Photograph of the members of The Offices of Fend Fitzgibbon, Holzer, Nadin, Prince & Winters

From left to right: Richard Prince, Jenny Holzer, Coleen Fitzgibbon, Peter Fend, Peter Nadin, and Robin Winters
THE OFFICES OF
FEND, FITZGIBBON, HOLZER, NADIN, PRINCE & WINTERS

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Figure 3.2

Business card of The Offices of Fend, Fitzgibbon, Holzer, Nadin, Prince & Winters
Figure 4.1

*Documenta 8, 1987*

2 LED signs, 2 sarcophagi

Text: *Laments*, 1988-89

Museum Fridericianum, Kassel, Germany

© 1987 Jenny Holzer, member Artists Rights Society (ARS), NY
Figure 4.2

© 1989 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Bill Jacobson Studio
Laments: With only my mind..., 1989
Red Ankara marble sarcophagus
82 x 30 x 24.4 in. / 208.3 x 76.2 x 61.9 cm
Text: Laments, 1988–89
© 1989 Jenny Holzer, member Artists Rights Society (ARS), NY
Courtesy: Jenny Holzer / Art Resource, NY
Photo: Larry Lame
Figure 4.4

© 1989 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Bill Jacobson Studio
Figure 4.5

© 1989 Jenny Holzer, member Artists Rights Society (ARS), NY
Courtesy: Jenny Holzer / Art Resource, NY
Photo: Bill Jacobson Studio
Figure 4.6

*Messages to the Public*
Spectacolor electronic sign
20 x 40 ft.
Text: *Truisms*, 1977–79
Times Square, New York
© Jenny Holzer, member Artists Rights Society (ARS), NY
PEOPLE GO TO THE RIVER WHERE IT IS LUSH AND MUDDY TO SHOOT CAPTIVES, TO FLOAT OR SINK THEM. SHOTS KILL MEN WHO ALWAYS WANT. SOMEONE IMAGINED OR SAW THEM LEAPING TO SAVAGE THE GOVERNMENT. NOW BODIES DIVE AND GLIDE IN THE WATER, SCARING FRIENDS OR MAKING THEM FURIOUS.

Figure 4.7
© 1987 Jenny Holzer, member Artists Rights Society (ARS), NY
Courtesy: Jenny Holzer / Art Resource, NY
Photo: Michael Tropea
Figure 4.8

Gran Fury designed December-January 1988-89 poster/calendar of events for The Kitchen
Courtesy of The Kitchen
Kuzure-designed December-January 1988-89 poster/calendar of events for The Kitchen

Courtesy of The Kitchen

Figure 4.9
Figure 4.10

*Sign on a Truck*, 1984
Mobile 2000 video control system
161.5 x 216.5 in. / 410.2 x 549.9 cm, screen
Text: *Survival*, 1983–85
Site view: Grand Army Plaza, New York, 1984
© 1984 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Pelka/Noble
Figure 5.1

Xenon for Florence, 1996
Light projection
Arno River, Palazzo Bargagli, Via de Bardi, Florence, Italy
Text: Arno, 1996
© 1996 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Attilio Maranzano
Figure 5.2

from War, 1992
LED signs
112.5 x 10 x 4.5 in. / 285.8 x 25.4 x 11.4 cm, each
Text: War, 1992
Kunsthalle Basel
© 1992 Jenny Holzer, member Artists Rights Society (ARS), NY
Figure 5.3

*Lustmord*, 1993
Cibachrome print of ink on skin
13 x 20 in. / 33 x 50.8 cm
Text: *Lustmord*, 1993–95
© 1993 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Alan Richardson
Figure 5.4

*Survival: Mothers with reasons to sob..., 1984*
Cast-aluminum plaque
6 x 10 in. / 15.2 x 25.4 cm
Text: *Survival*, 1983–85
© 1984 Jenny Holzer, member Artists Rights Society (ARS), NY
and there's
Miss Strong Arm,
toting her torch.

it's another city,
going back
the moon one night
past its fulsl
writes signs
vanishing hypnotically
downtown
the towers block massively
at the rail
a man who rests his hands
looks heroic;
he works at night:
going from or to?

I don't know
I hardly know
why I'm on the river
late at night.

IT COULD HAVE HAPPENED.
IT HAD TO HAPPEN.
IT HAPPENED EARLIER. LATER.
NEARER. FARTHER OFF.
IT HAPPENED, BUT NOT TO YOU.
YOU WERE SAVED BECAUSE
YOU WERE THE FIRST.
YOU WERE SAVED BECAUSE
YOU WERE THE LAST.
ALONE, WITH OTHERS.
ON THE RIGHT, THE LEFT.
BECAUSE IT WAS RAINING.
BECAUSE OF THE SHADE.
BECAUSE THE DAY WAS SUNNY.
YOU WERE IN LUCK.
THERE WAS A FOREST.
YOU WERE IN LUCK.
THERE WERE NO TREES.
YOU WERE IN LUCK.
A WALK, A HOOK, A BEAM, A BRACE,
A JAMS, A TURN, A QUARTER INCH,
AN INSTANT.
YOU WERE IN LUCK.
JUST THEN A STRAW
WENT FLOATING BY.
AS A RESULT, BECAUSE,
ALTHOUGH, DESPITE.
WHAT WOULD HAVE HAPPENED
IF A HAND, A FOOT,
WITHIN AN INCH,
A HAIR'S BREADTH FROM

AN UNFORTUNATE COINCIDENCE.
SO YOU'RE STILL HERE?
STILL DIRTY FROM ANOTHER DODGE.
CLOSE SHAVE, REPRIEVE?
ONE HOLE IN THE NET
AND YOU SLIPPED THROUGH?

I COULDN'T BE
MORE SHOCKED OR SPEECHLESS.
LISTEN,
HOW YOUR HEART POUNDS INSIDE ME.
For New York City, 2004
Light projection
Hotel Pennsylvania, New York
Presented by Creative Time
© 2004 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Attilio Maranzano
Figure 5.7

For the Guggenheim, 2008
Light projection
Solomon R. Guggenheim Museum, New York
© 2008 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Annie Tritt
Photo © The Solomon R. Guggenheim Foundation
Figure 5.8

Xenon for Berlin, 2001
Light projection
Museumshöfe, Berlin
Text: Mother and Child, 1990
© 2001 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Attilio Maranzano
Figure 5.9

For San Diego, 2007
Light projection
Wipeout Beach, La Jolla, California, USA
© 2007 Jenny Holzer, member Artists Rights Society (ARS), NY
Photo: Philipp Scholz Rittermann