

**Bruno Munari XEROX**

If we are to achieve an art by all (and not an art for all, as a famous French critic recently wrote) we must find instruments that facilitate artistic activity, and at the same time put methods and means of operating at everyone's disposal. The bourgeois concept of Great Art hand-made by the Genius for the rich has no sense in our era; art for all is still this sort of art at a lower price, carrying with it the spirit of genius and leaving everyone else with a feeling of inferiority.

The technological possibilities of our time permit everyone some sort of activity, and enable everyone to produce objects of aesthetic value.

They make it possible for everyone who can get over his artistic inferiority complex to exercise his long-humiliated creative instincts. One of the duties of the visual operator will be to experiment, to seek out instruments suitable for general use and to pass them on, with all the "secret of the trade" that facilitate their operation. Rank Xerox machines can help anyone express himself. Invented to reproduce images, today they can produce them. Naturally, like all other means, they too have their limitations, but if one thinks of the mechanical limitations of the piano, for example, with which a long note is impossible... yet no-one would deny that the piano is a suitable instrument for the production of sonorous works of art. As with any other means, it is therefore a question of operating within certain limitations, and of not aspiring to immediate masterpieces.

[July 1970 at Munari's instigation a Rank Xerox machine was installed in the Central Pavilion of the XXXV Venice Biennale, for the use of the public.]