



Vern Blosum Planned Obsolescence

£7

Vern Blosum does not exist. The story can be told in just a few lines: in 1961 an artist paints five canvases inspired by pages in a horticulture book; then came parking meters bearing temporal commentaries, water hydrants, and animals.

Some of them were shown at Leo Castelli Gallery, sold to collectors and public institutions, included in seminal exhibitions or books on Pop art: a seemingly normal progression in an artist's career, were it not for a rumor that emerged regarding his true identity.

Alfred H. Barr, the Director of MoMA, New York, started to worry about it in 1964 and, after extensive inquiries, came to the conclusion that Vern Blosum did not exist. His paintings were taken down or sent back to storage, and the artist's name fell into obscurity. Vern Blosum does not exist, but his work does. And that is precisely what this book aims to reveal.

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Product Details

Artist(s)	Vern Blosum
Author(s)	Lionel Bovier, Fabrice Stroun
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