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Archives of American Art

Interview with Ed Ruscha, circa 1981

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WEBVTT

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<i>Ed Ruscha</i>: Favorite artist, and ah

<i>Jan Butterfield</i>: Sure, I mean you could kind of do it

<i>Ed Ruscha</i>: it was a foundation of platform, for the voice of those artist,

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through the writers eyes

<i>Jan Butterfield</i>: And you know, that's OK too, in a funny kind of way, as long as there are enough magazines and there is enough voice there is really nothing so negative about it or is anything more then for a given critic to have an eye or a group of artists.

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My students are starting to say "hey, how come you only write about the old establishment guys".

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And that's weird to think that I would finally be at a point in my life where the people I write about are no longer younger artists, and I am no longer a younger critic either.

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And yes, it's true, I do only write about old establishment guys, I didn't mean [[chuckle]] for it to be that way, you know. But, I'm not writing about the Punk artists. Somebody else has to do that. I don't even know where they are coming from.

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<i>Ed Ruscha</i>: Yeah.

<i>Jan Butterfield</i>: I mean to, I would like to feel that I do - but I don't.

<i>Ed Ruscha</i>: If you don't see their art, then there's no real sense in trying to invent an enthusiasm for it.

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<i>Jan Butterfield</i>: And advocacy in criticism is very important to me. I'm not seeing the point in wasting hours and tons of space in negativism, it's not interesting. It's beside the point.

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Not that you wouldn't take a strong attack on whatever of terms of...

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I encourage the magazine to take a strong negative attack on racist Californiaship LAship because it is so blatantly bad.

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Then I think there's a real reason to just jump in and say hey. You know. But that's a separate issue from a single artist.

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<i>Ed Ruscha</i>: Yeah

<i>Jan Butterfield</i>: You know and even then I think it is unusual that you would do that mostly. Maybe when Peter Plagens spelled that out in his - when he denied America by saying look you can always sign your show [[air currier?]] director - but that gets to be old hat.

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But once in a while it's really deserved [[laughter]] in this case. And it is true, you know. You get into that..

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Somebody has to correct that shit. You know if that goes down as a resounding... you know those catalogs stay. You know particularly that it's creating art history. And it's wrong.

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But, you can correct it by getting enough in print that, you know, hard all that stuff.

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<i>Ed Ruscha</i>: What's the latest thing he's written?



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