dieter rot 10

j o.q

galerie m. m. m.

vorwort zur ersten ausgabe
(aus einem brief von dieter rot an den herausgeber pieter brattinga)

"They are part of a group of books I made in the year 1962
out of a bunch of DAILY MIRRORS –"

"... INSTEAD OF SHOWING QUALITY (surprising quality)
WE SHOW QUANTITY (surprising quantity).
I got this idea (Quantity instead of Quality) in this way:
'QUALITY' in BUSINESS (f. i. advertising) is just a subtle way
of being Quantity-minded:
Quality in advertising wants expansion and (in the end)
power = Quantity.
So, let us produce Quantities for once!"

Bjössi gewidmet

dieter rot gesammelte werke band 10

daily mirror

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1961 erschienen mappe

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in dem wasserverlag (waterpress)
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erste auflage 1000 exemplare
davon 200 exemplare mit
numeriertem und signiertem hardcover
printed in stuttgart germany
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