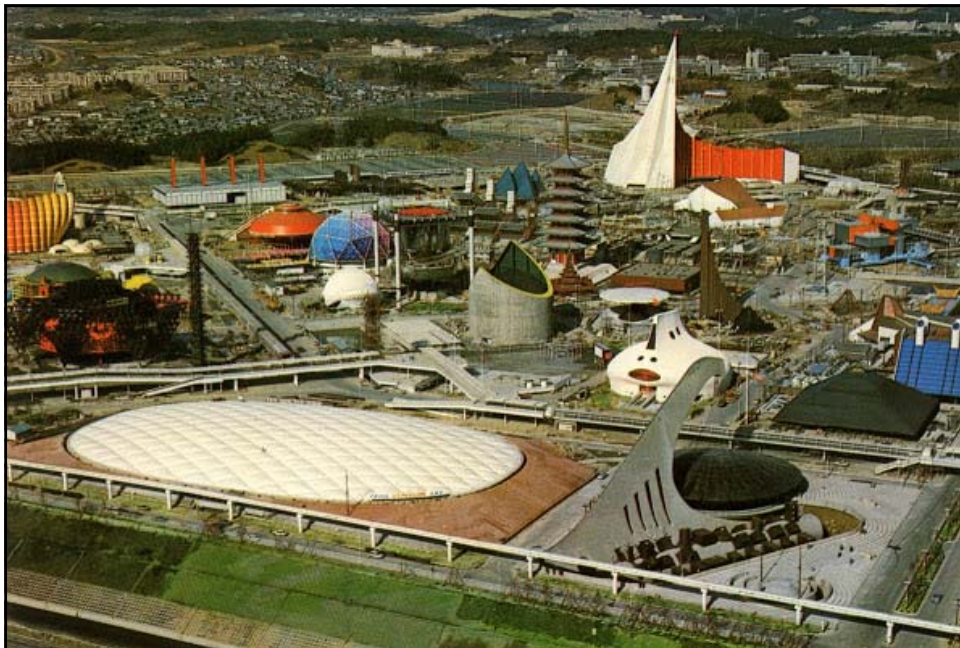




Expo Osaka 1970. Gelände Übersicht. Pavillon der USA links im Vordergrund.



Aufbau des US-Pavillons.



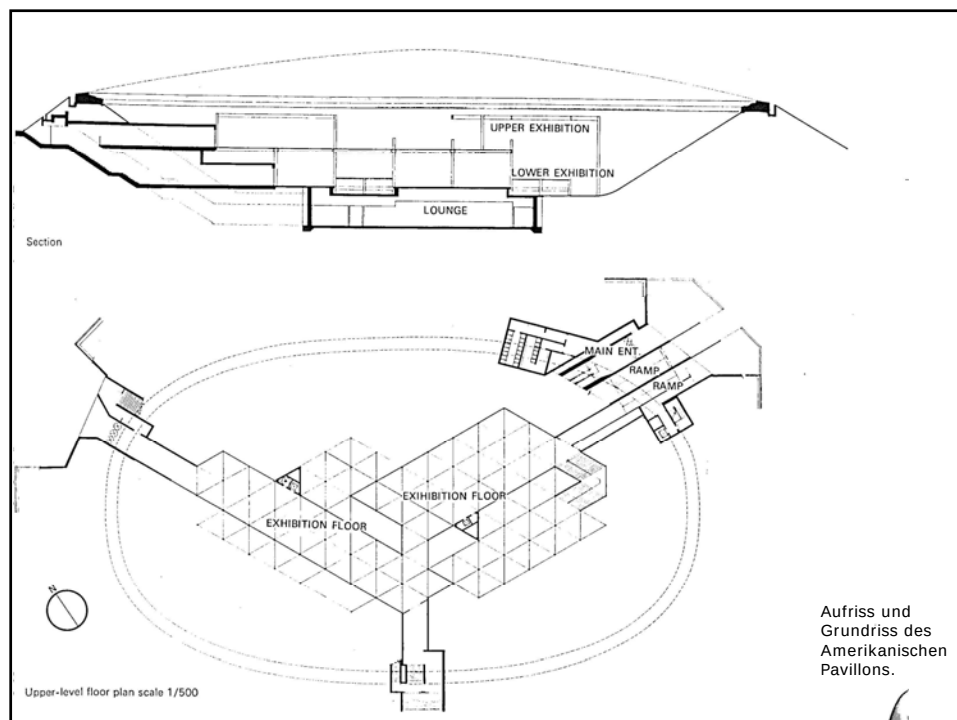
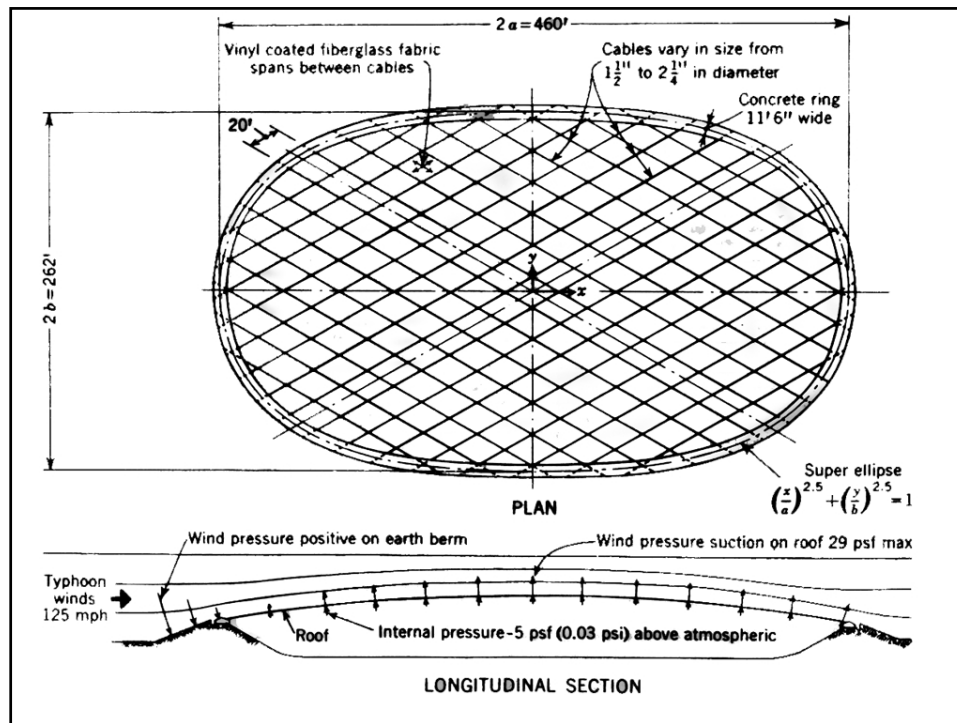
US Pavillon, Expo 70, Osaka. Dachstruktur.



USA Pavillon (weiß, oben) und Australien Pavillon (schwarz, unten), Expo Osaka, 1970.



US Pavillon, Expo 70, Osaka. Dachkonstruktion, Innenansicht.





Warteschlange vor dem US-Pavillon.

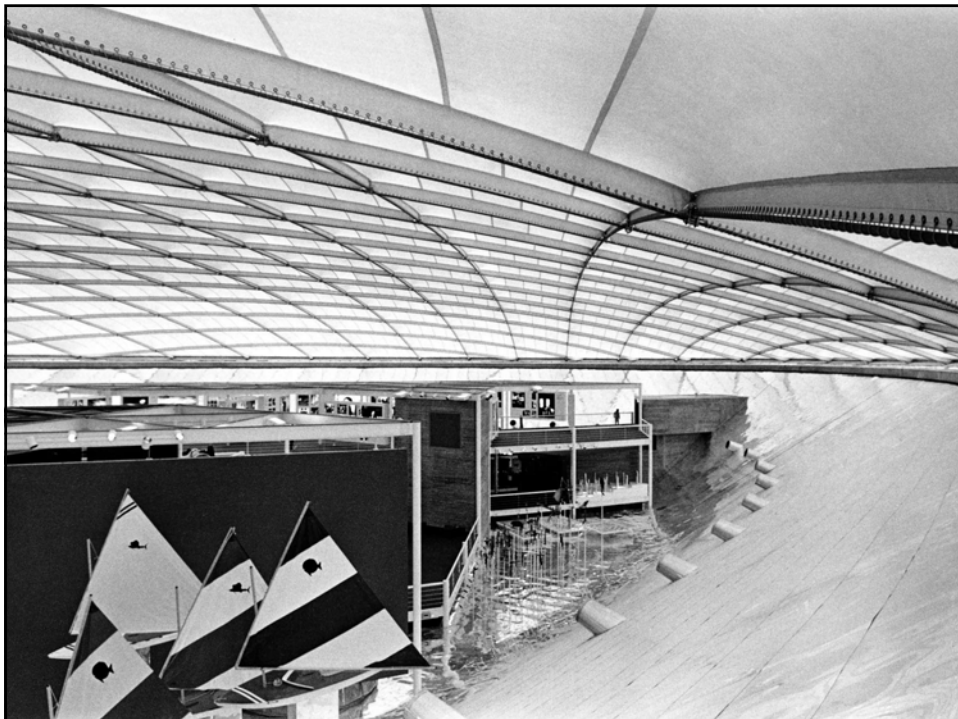
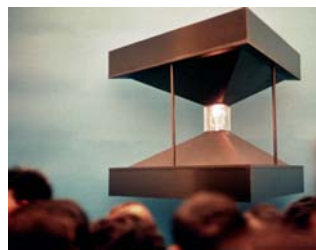


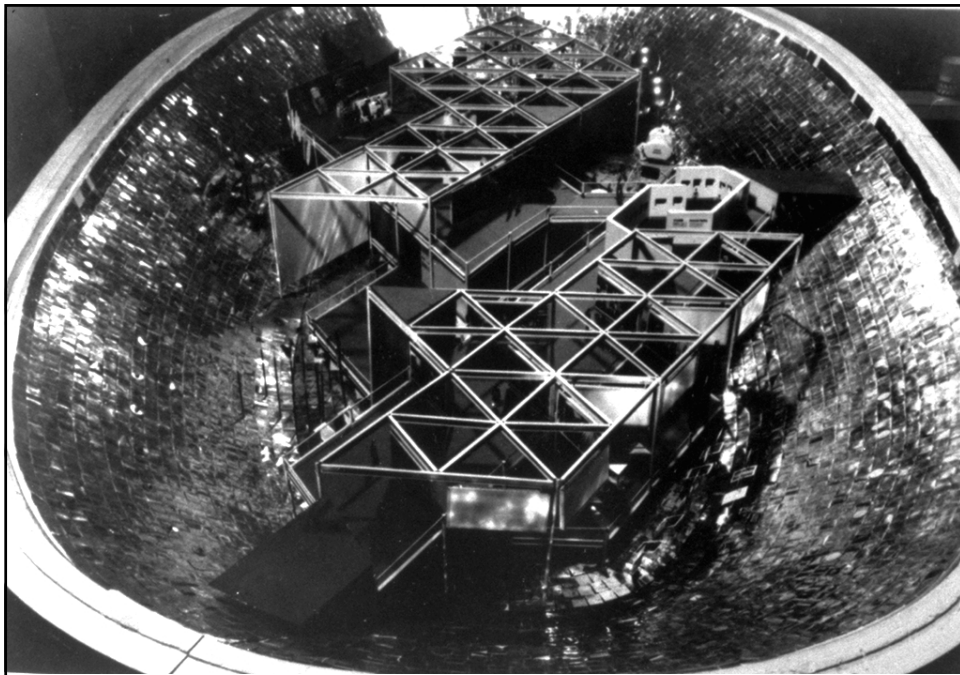
US Pavillon, Expo 70, Osaka. Vor dem Eingang.



NASA-Ausstellung
innerhalb des US
Pavillons, Osaka 1970.

Rechts: Mondgestein.

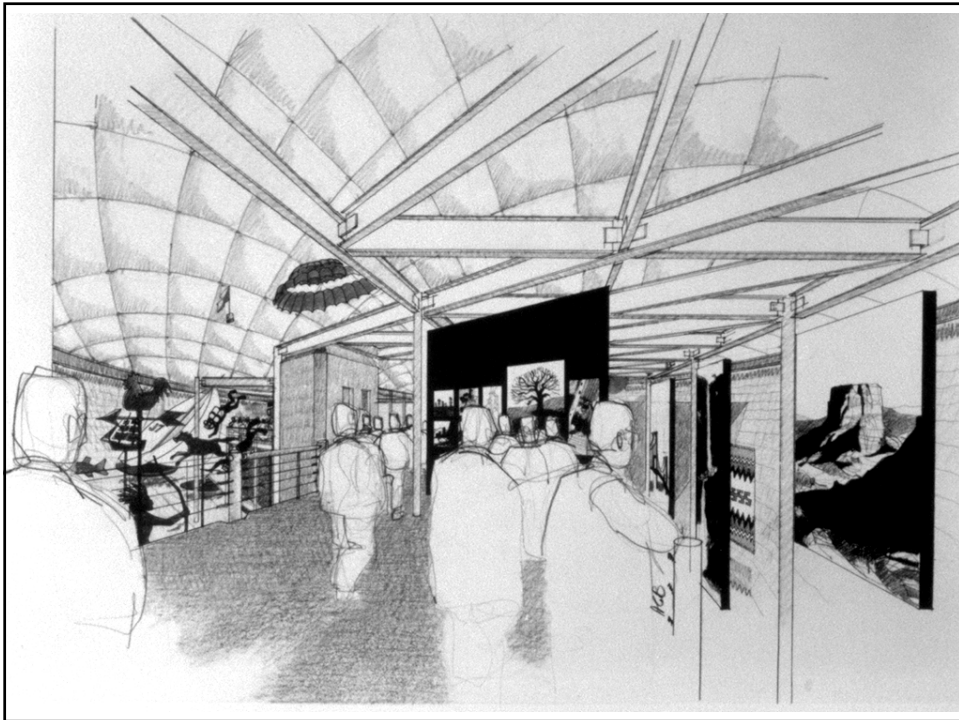


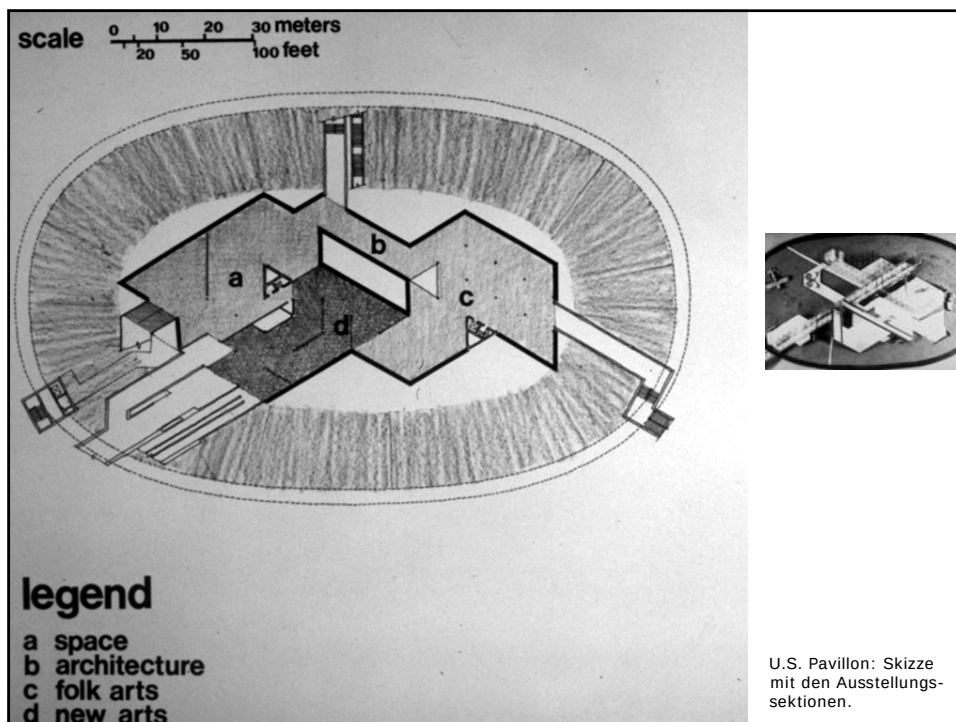


Modell des US Pavillons ohne Dachkonstruktion.



US Pavillon, Expo 70, Osaka. Innenraum mit spiegelnden Flächen.



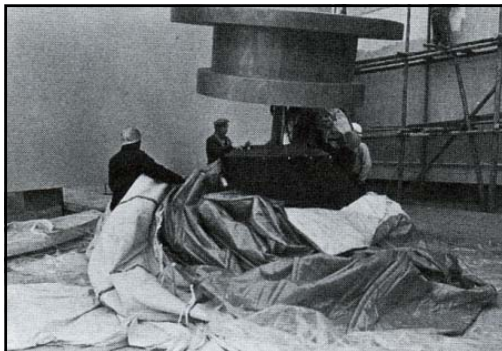




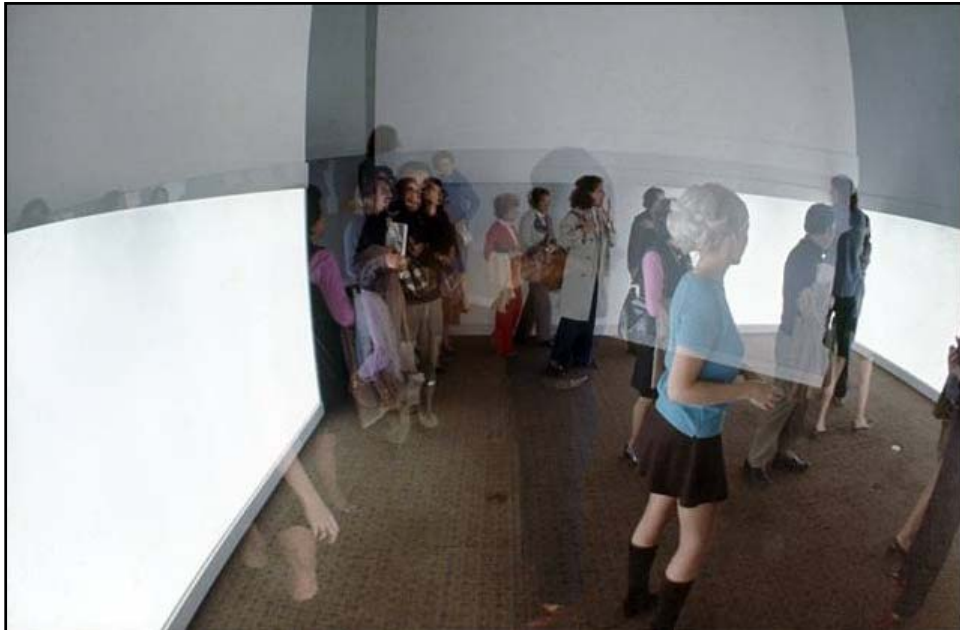
Claes Oldenburg: Giant Ice Bag, Installation in Osaka 1970.



Claes Oldenburg (l.) mit einem Modell seines „Giant Ice Bag“.



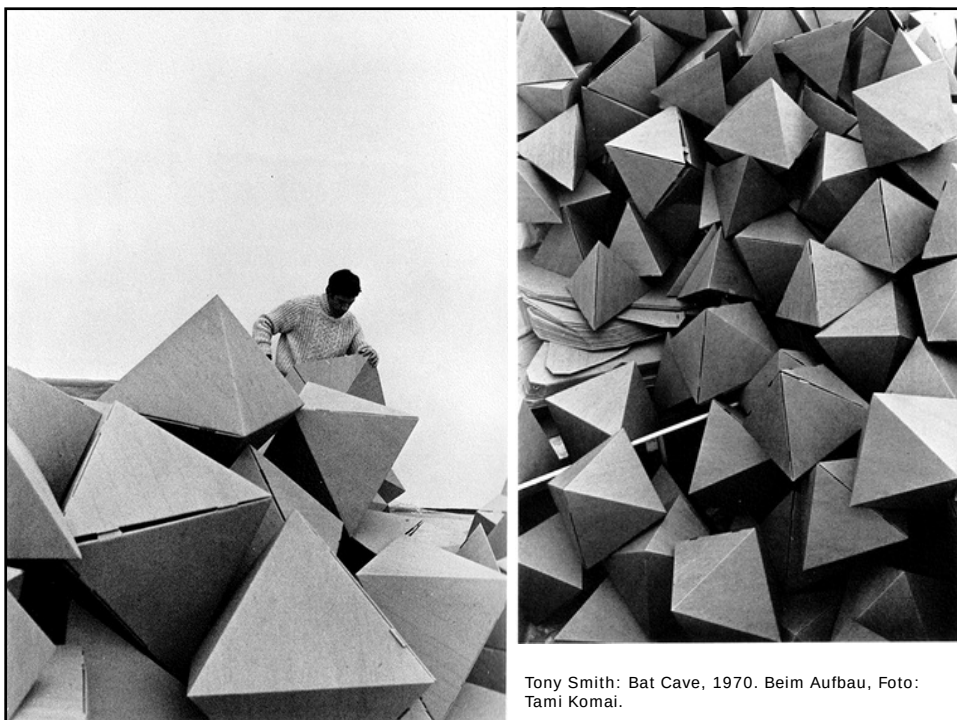
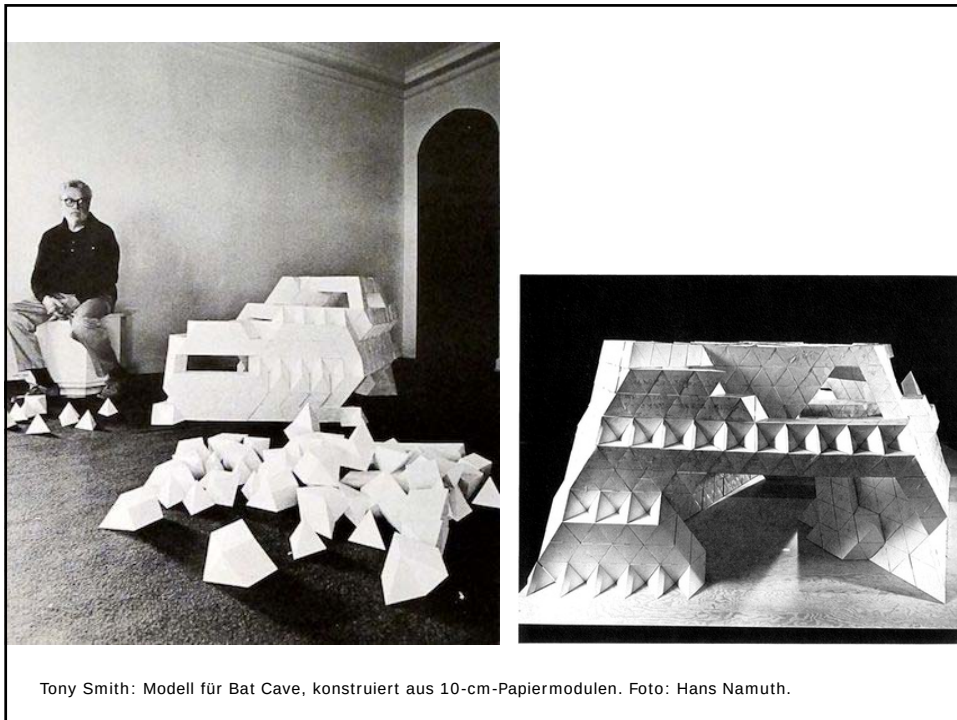
Claes Oldenburg: Giant Ice Bag,
Aufbau im US-Amerikanischen Pavillon, 1970.



Boyd Mefferd: o.T., 1971. Installationsansicht.



Boyd Mefferd: o.T., 1971. Installationsansicht.





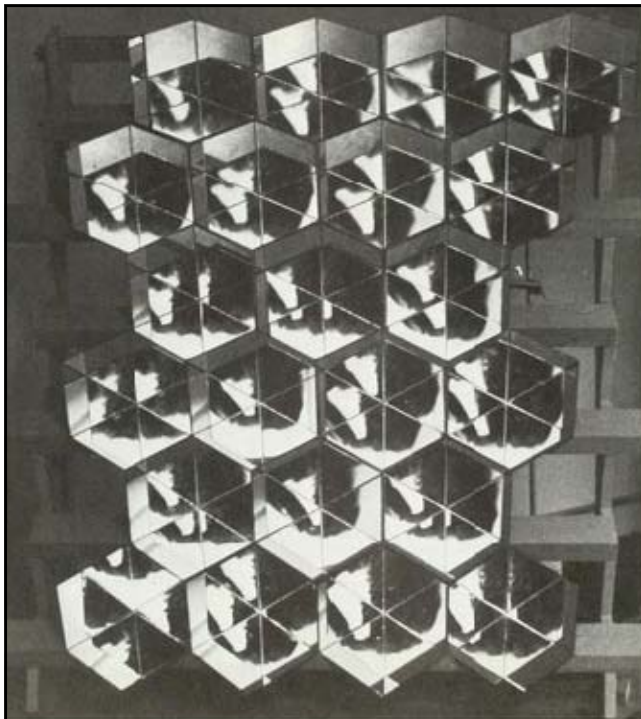
Tony Smith: Bat Cave, 1970. Expo '70.
Modellansicht und gebaut.



Tony Smith: Bat Cave, 1970. Expo '70.

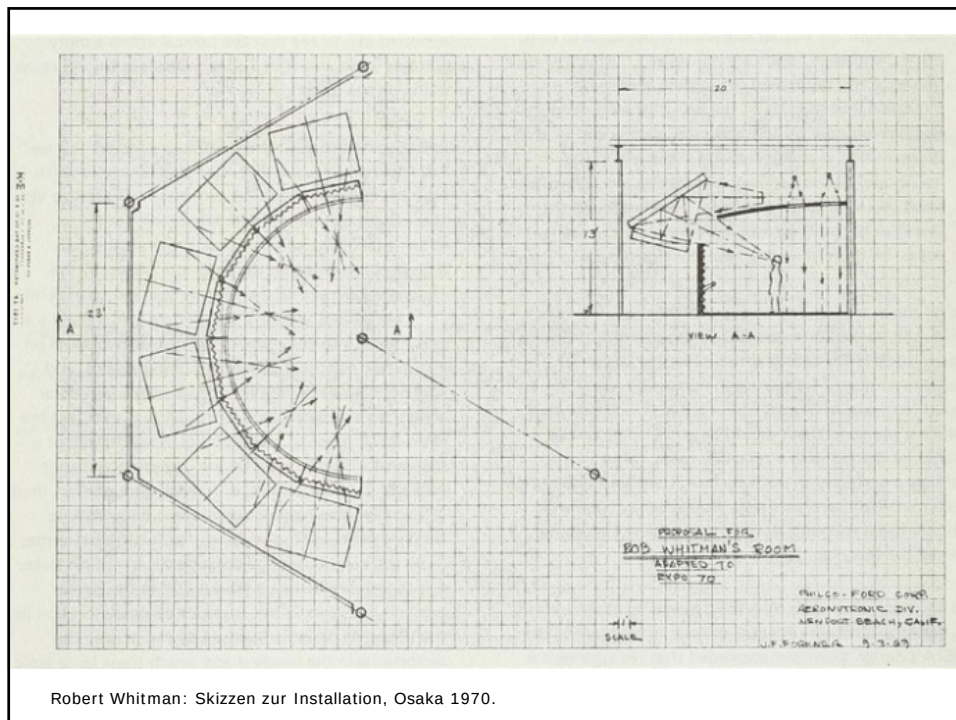


Robert Whitman (Mitte) mit den Physikern John Forkner und Mike Doyle von Philco-Ford.



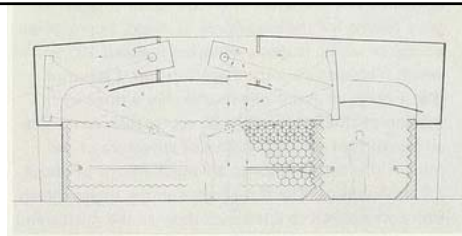
Robert Whitman.

John Folkner (und Robert Whitman):
Studien zu Spiegeln, Osaka 1970.



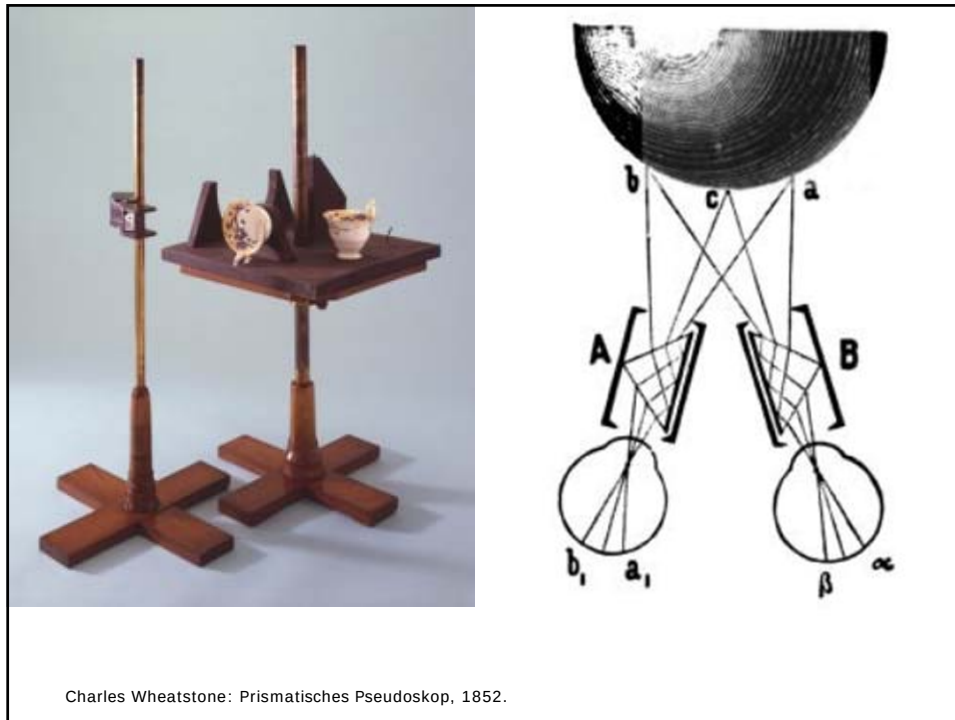
Robert Whitman: Skizzen zur Installation, Osaka 1970.

Robert Whitman: Skizze
der Installation.



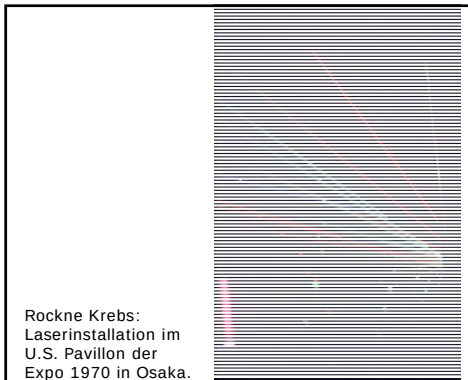
Robert Whitman/John Folkner:
Kubus und konkave Spiegel
mit pseudo-skopischen
Bildern. Installation in Osaka
1970.



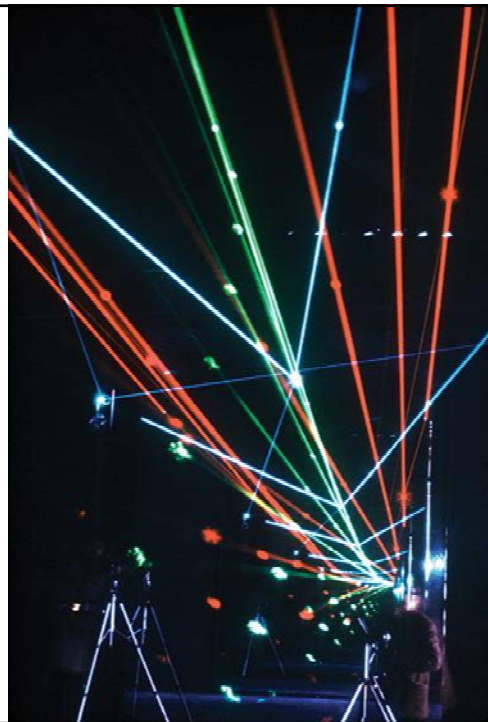


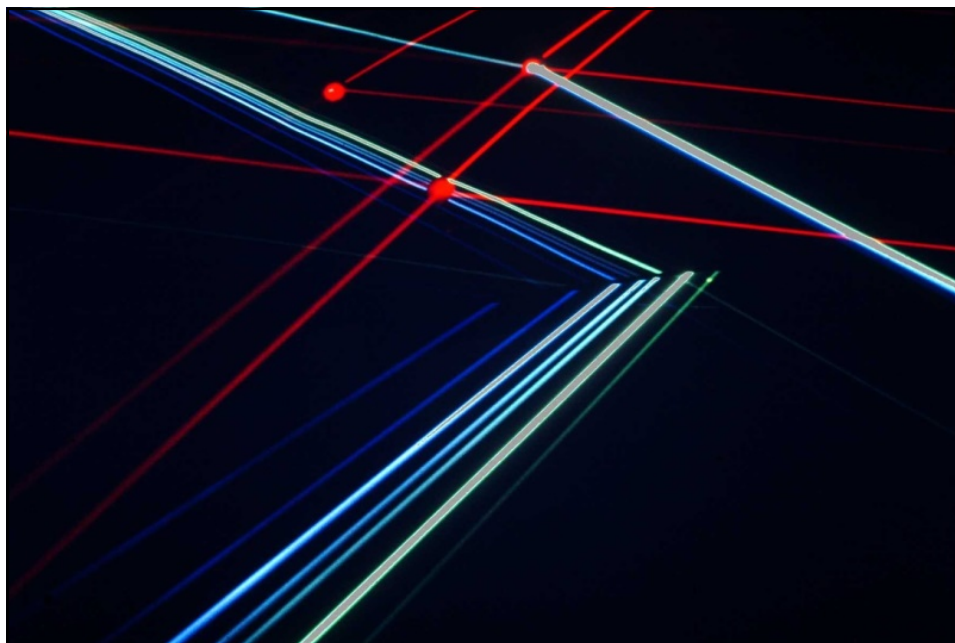
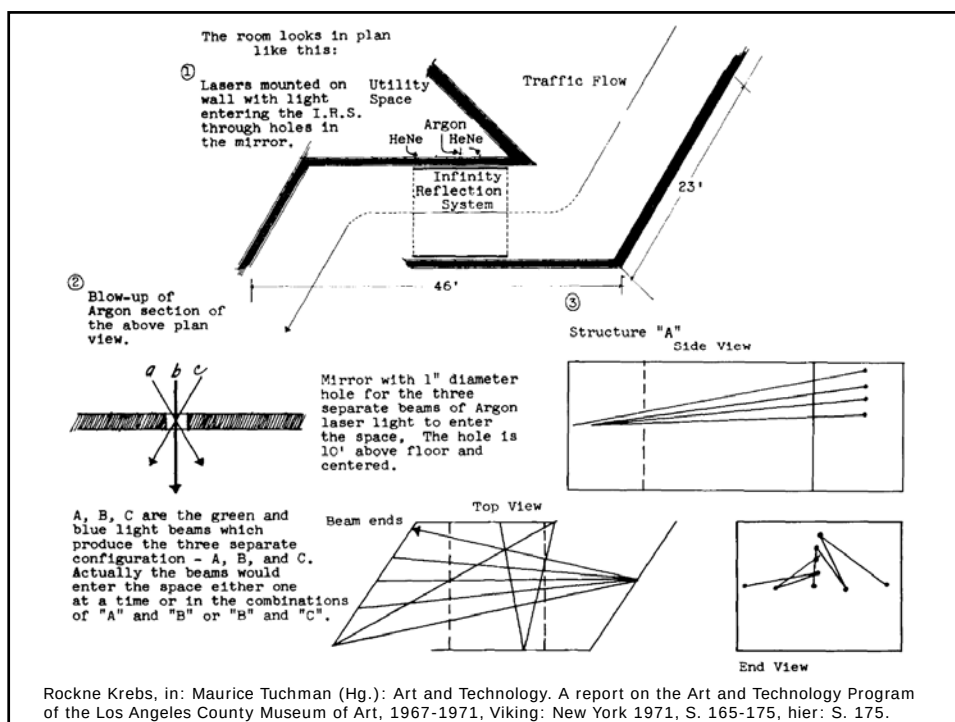


Newton Harrison: Artificial Aurora, 1967-1970.



Rockne Krebs:
Laserinstallation im
U.S. Pavillon der
Expo 1970 in Osaka.





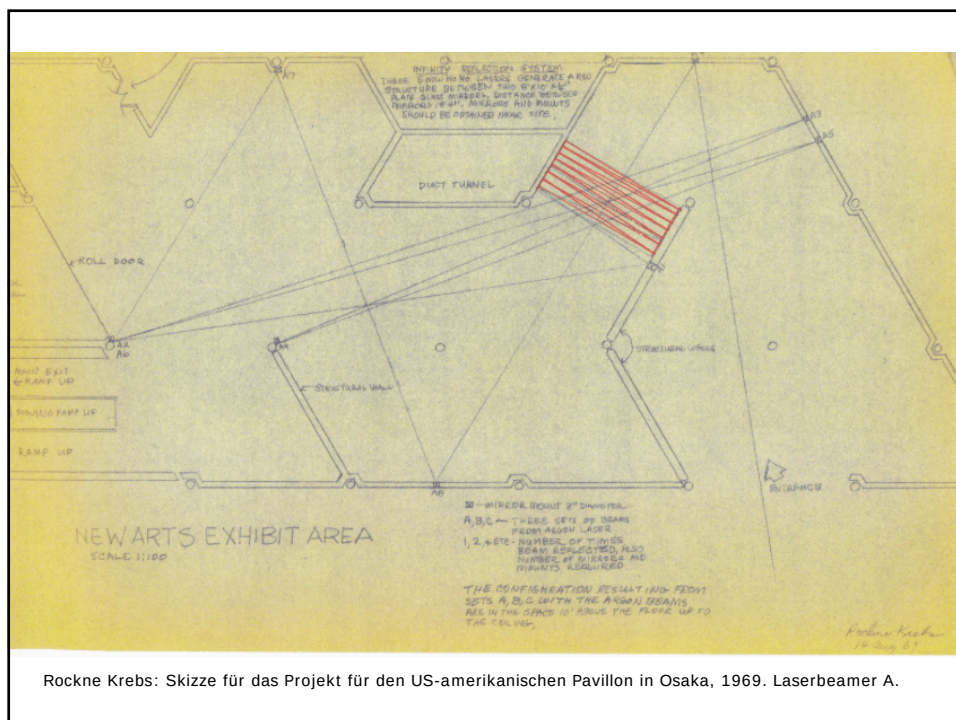
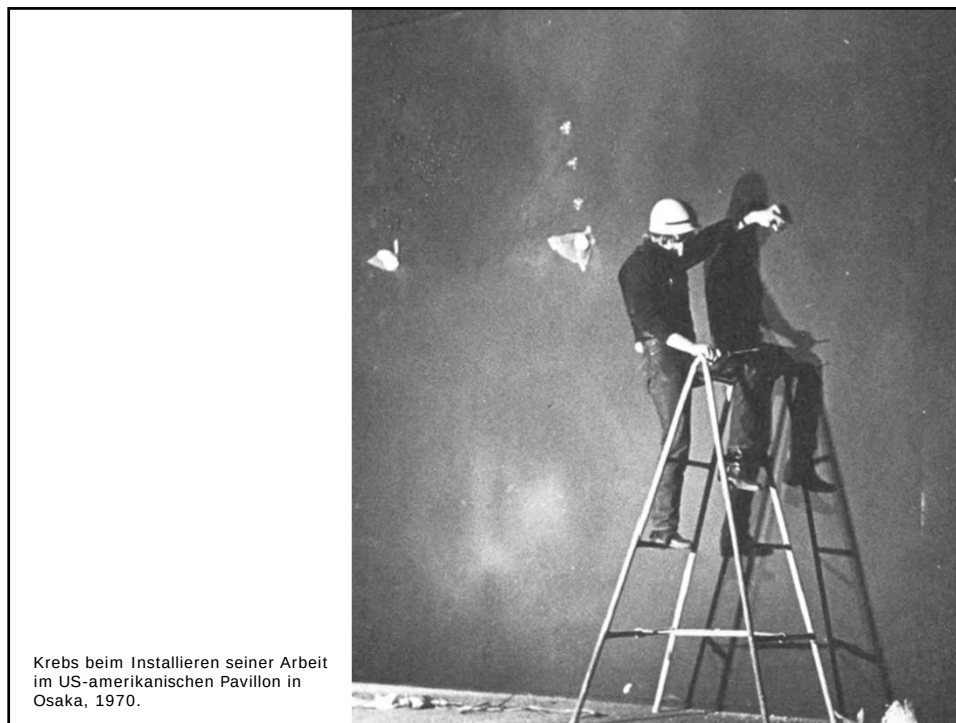
Rockne Krebs: Day Passage, 1971. Ausstellung im LACMA.



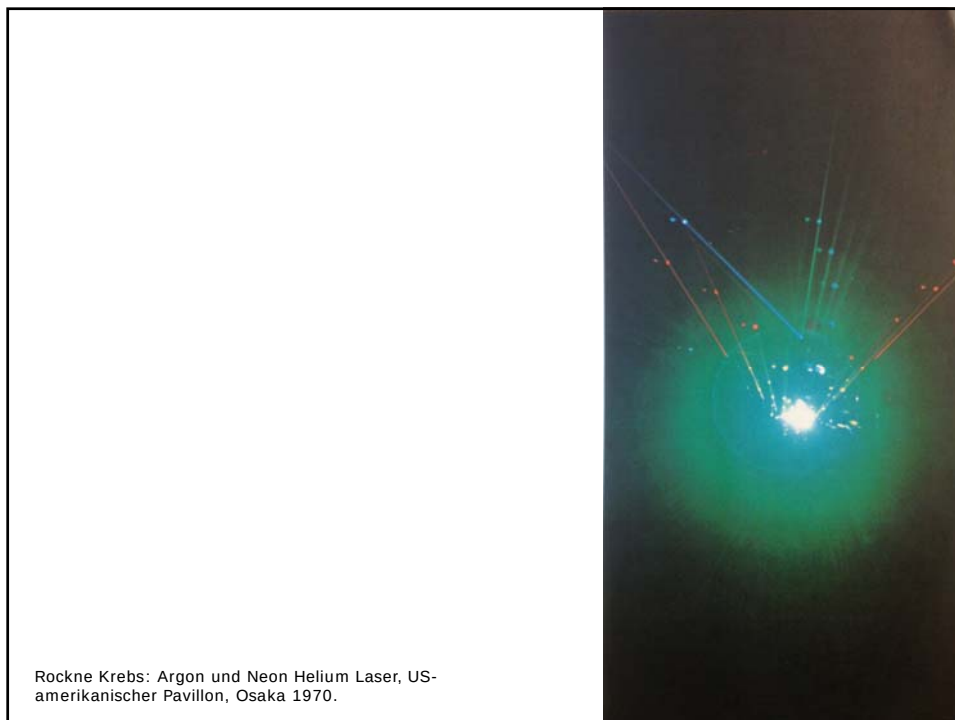
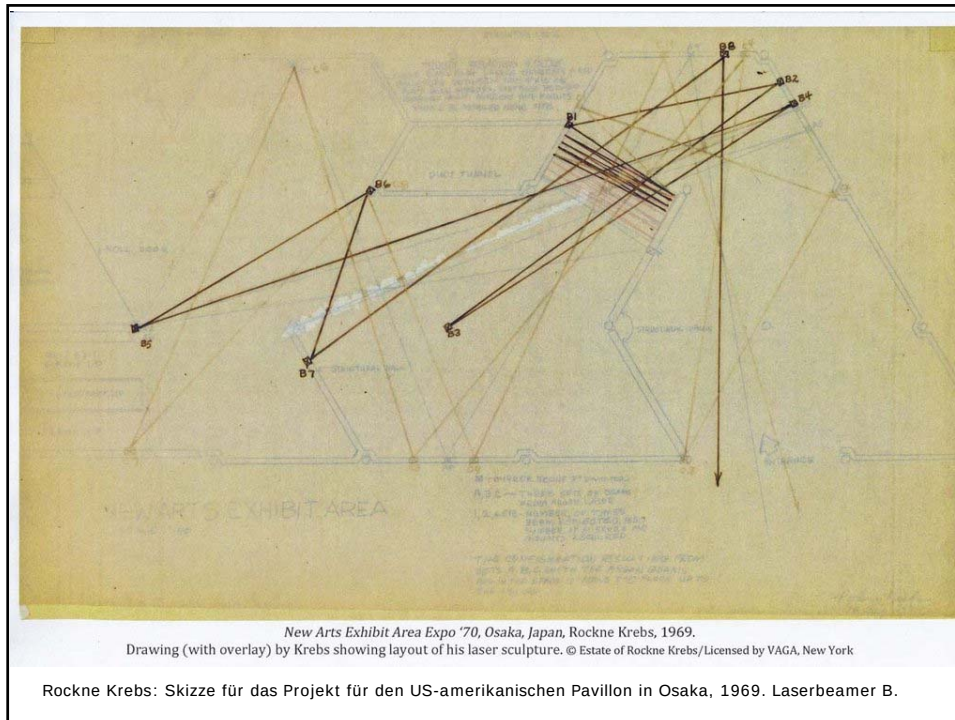
Rockne Krebs: Day Passage, 1971. Ausstellung im LACMA.

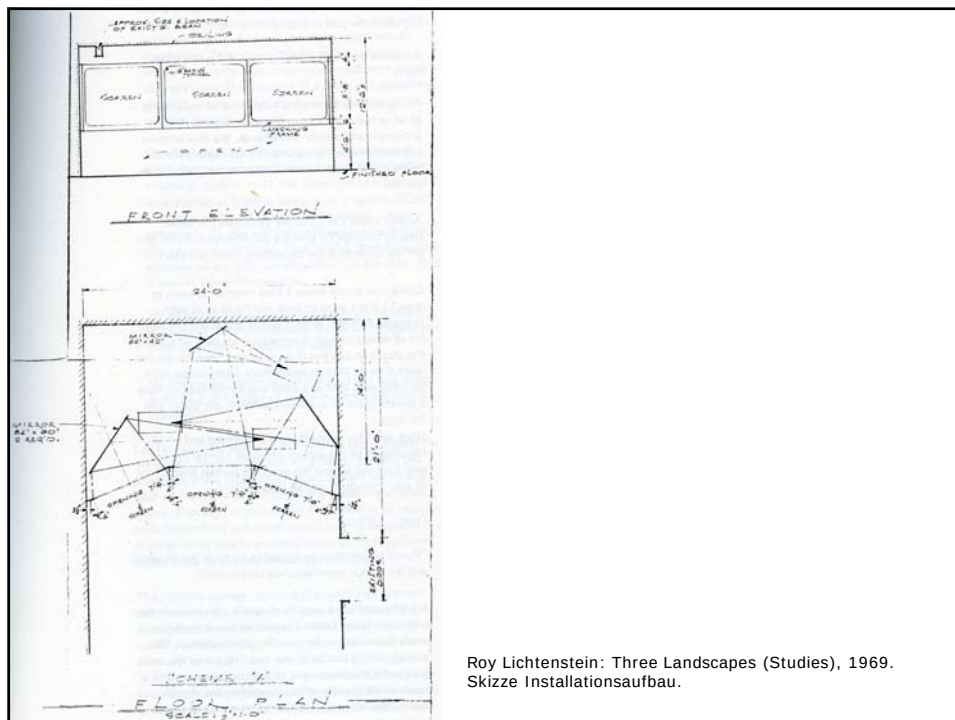
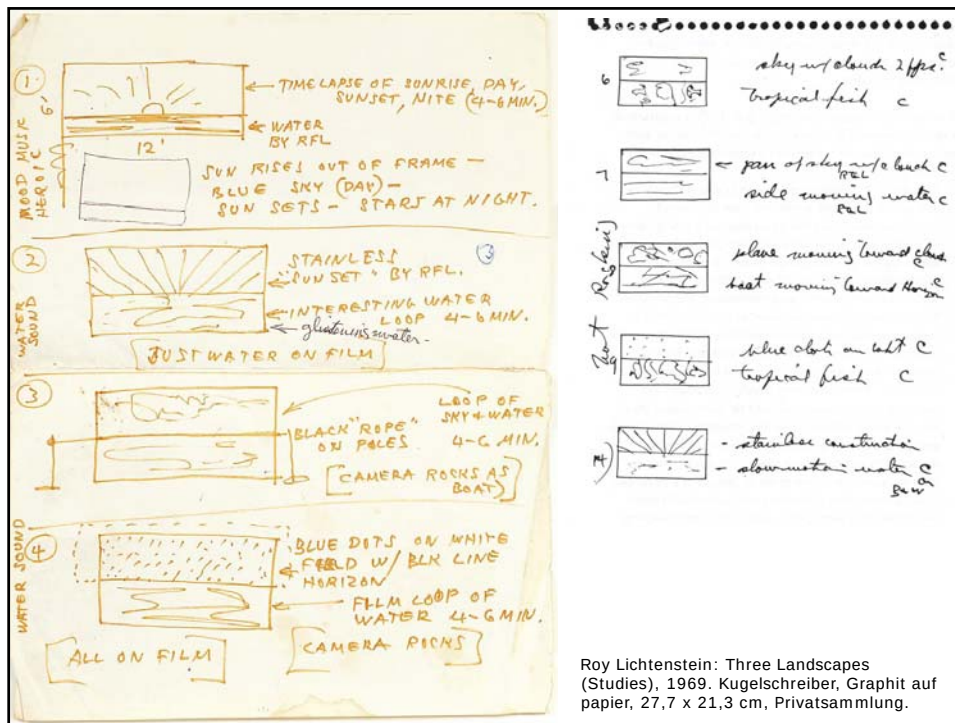


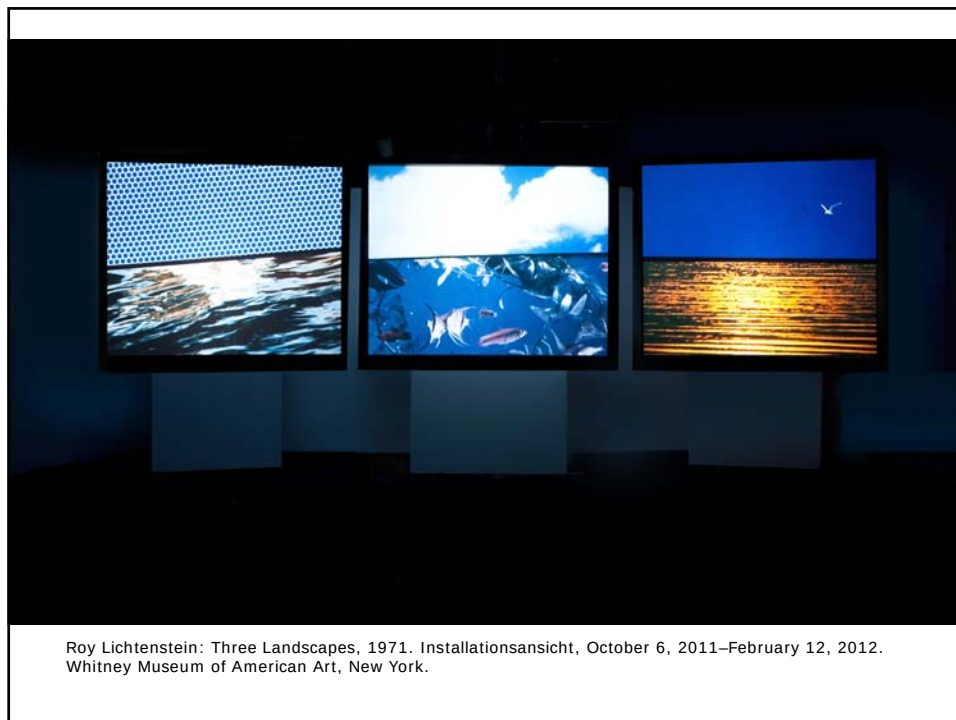
Rockne Krebs: Day Passage, 1971.



Rockne Krebs: Skizze für das Projekt für den US-amerikanischen Pavillon in Osaka, 1969. Laserbeamer A.







Burnham, Jack: Systems Esthetics, in: *Artforum*, Vol. 7, Nr. 1, September 1968, S. 30-35.

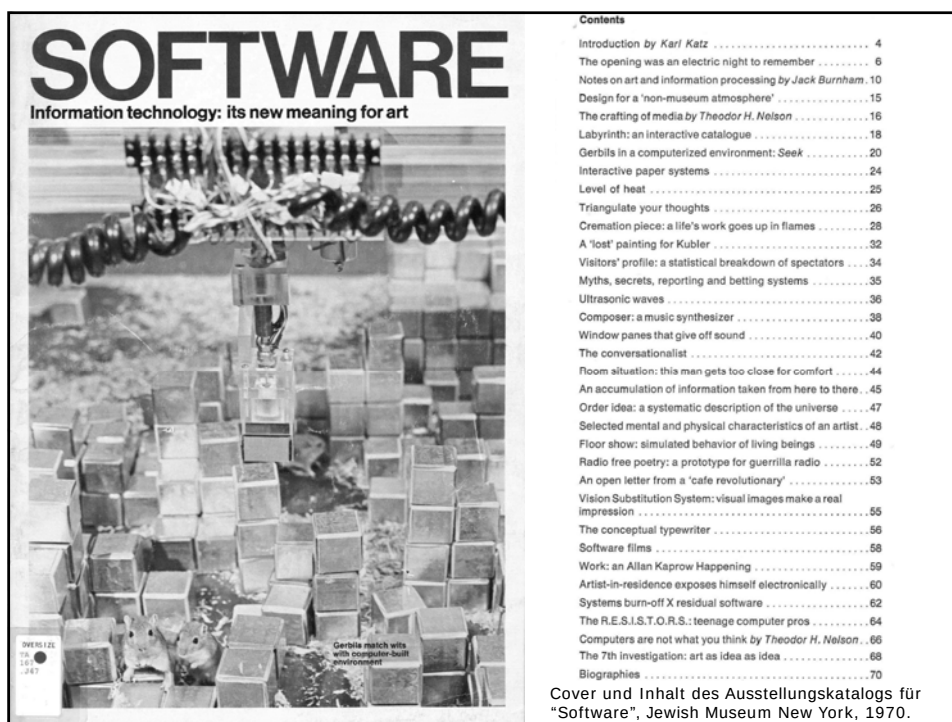
Burnham, Jack: The Aesthetics of Intelligent Systems, in: Fry, Edward F. (Hg.): *On The Future of Art*, Viking Press: New York 1969, S. 95-122.

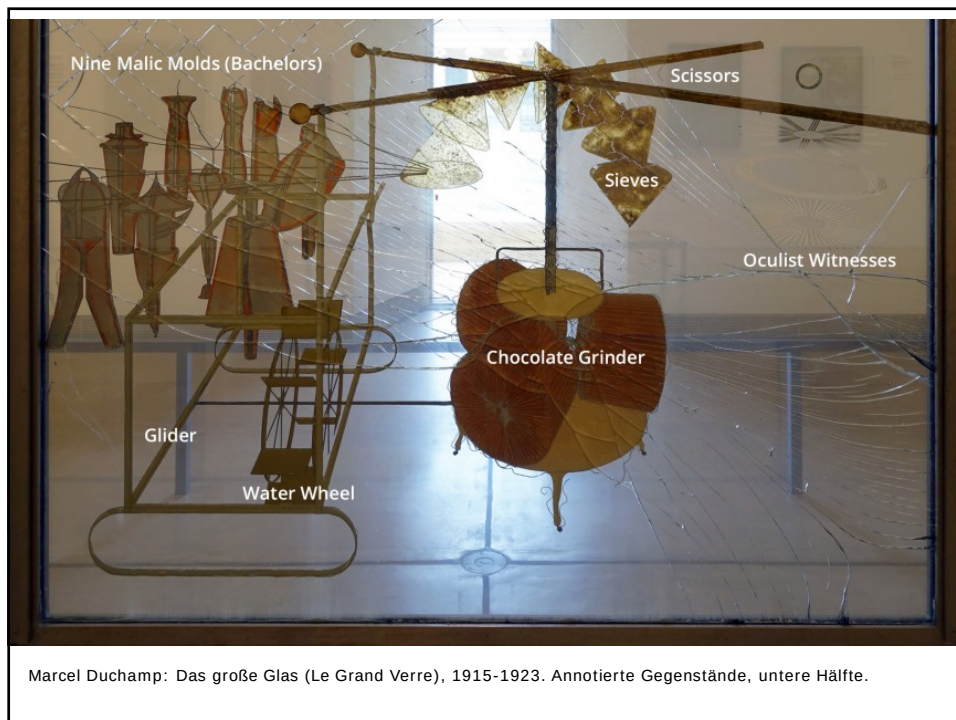
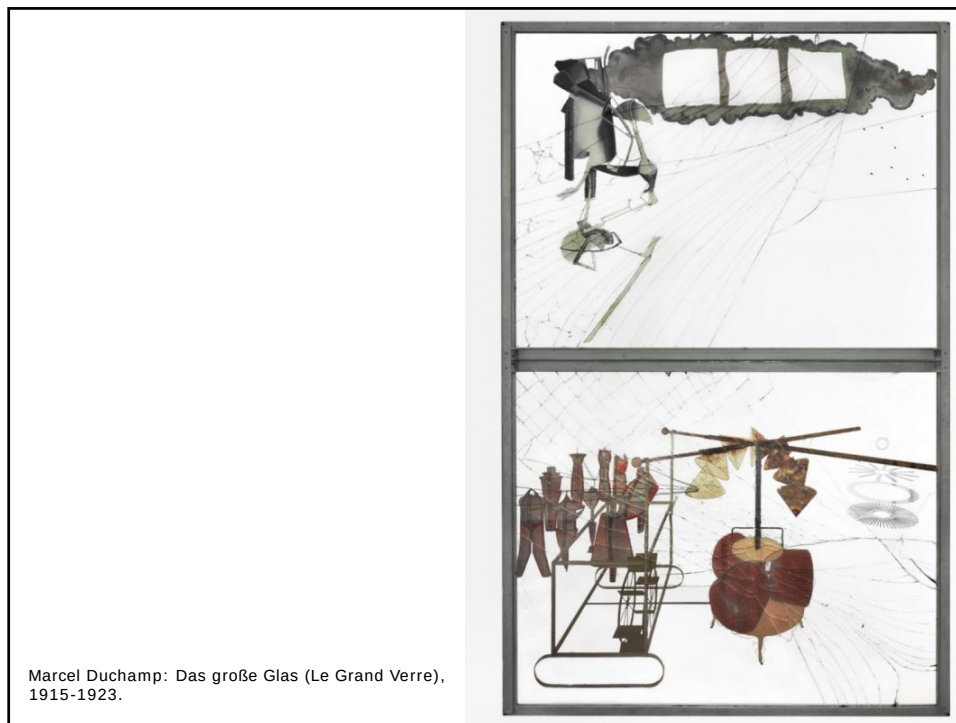
Burnham, Jack: Real Time Systems, in: *Artforum*, Vol. 8, Nr. 1, September 1969, S. 49-55.

Burnham, Jack: Alice's Head: Reflections on Conceptual Art, in: *Artforum*, Vol. 8, Nr. 6, Februar 1970, S. 37-43.

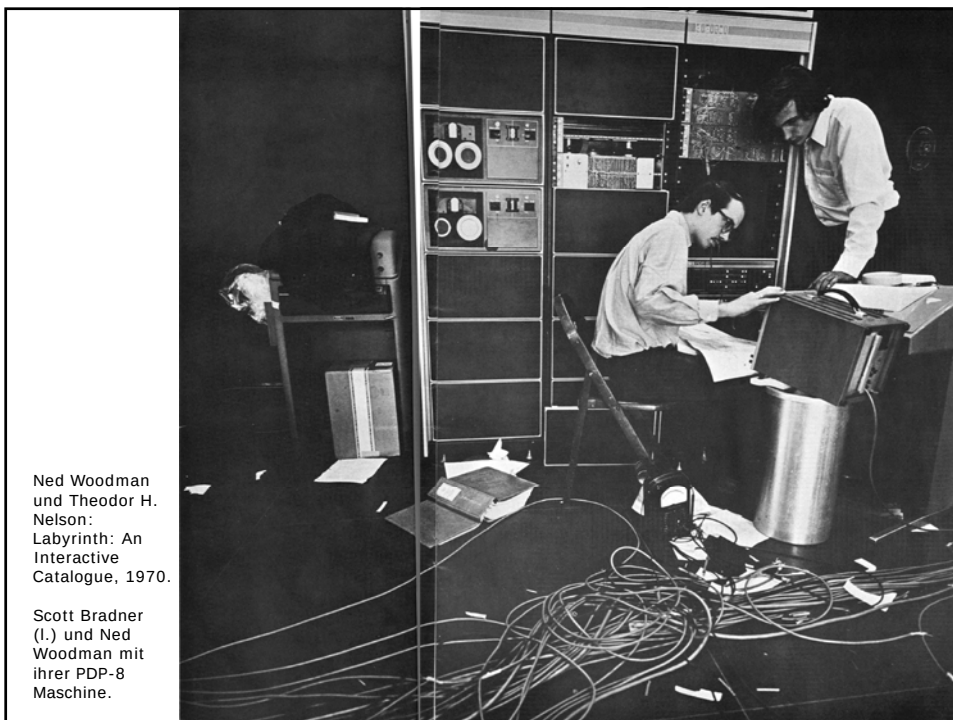
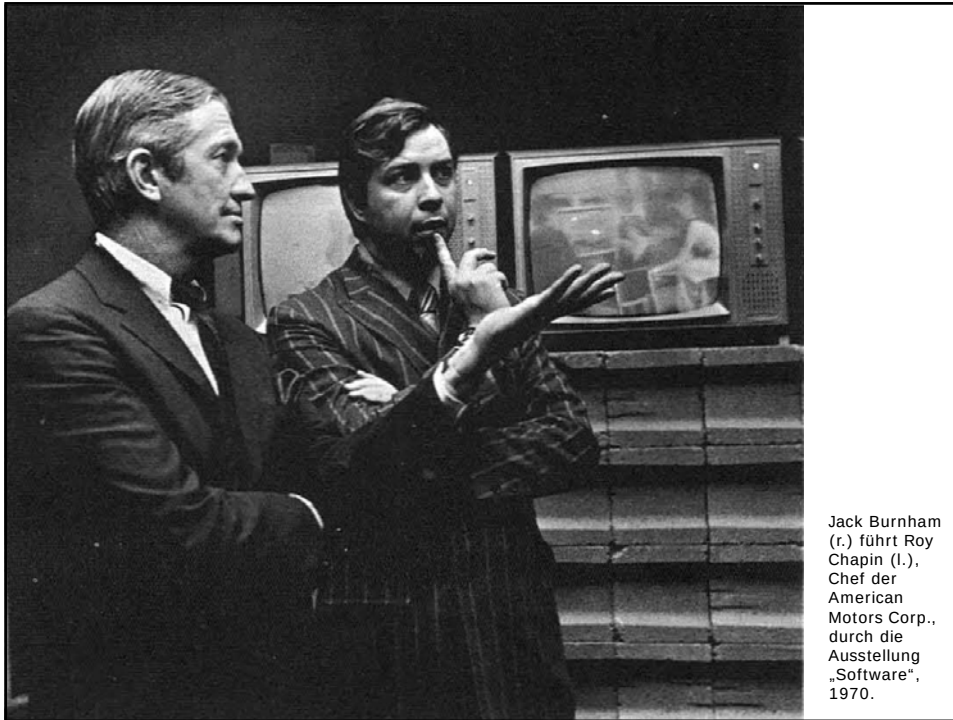
Informationen/Bibliographie von Burnham:

http://www.t-h-e-n-e-t.com/html/_film/pers/_pers_burnham_R.htm









Hans Haacke: Visitor's Profile, 1971 (entwickelt für Guggenheim NY, realisiert im Milwaukee Art Center; in ähnlicher Fassung wie bei „Software“ 1970. Ausschnitt des Fragebogens.

4) Should the use of marijuana be legalized, lightly or severely punished? years
legalized lightly severely
punished

5) What is your marital status?
married single divorced separated

6) Do you sympathize with Women's Lib?
widowed

7) Are you male, female?
yes no

8) Do you have children?
male female

9) Would you mind busing your child to integrate schools?
yes no

10) What is your ethnic background?
yes no

11) Assuming you were Indochinese, would you sympathize with the present Saigon regime?
yes no

12) In your opinion is the moral fabric of this country strengthened or weakened by the US involvement in Indochina?
strengthened weakened

13) What is your religion?
strengthened weakened

14) Do you think the interests of profit-oriented business usually are compatible with the common good of the world?
yes no

15) What is your annual income (before taxes)?
\$

16) In your opinion are the economic difficulties of the US mainly attributable to the Nixon Administration's policies?
yes no

17) Where do you live?
city county state

18) Do you think the defeat of the SST was a step in the right direction?
yes no

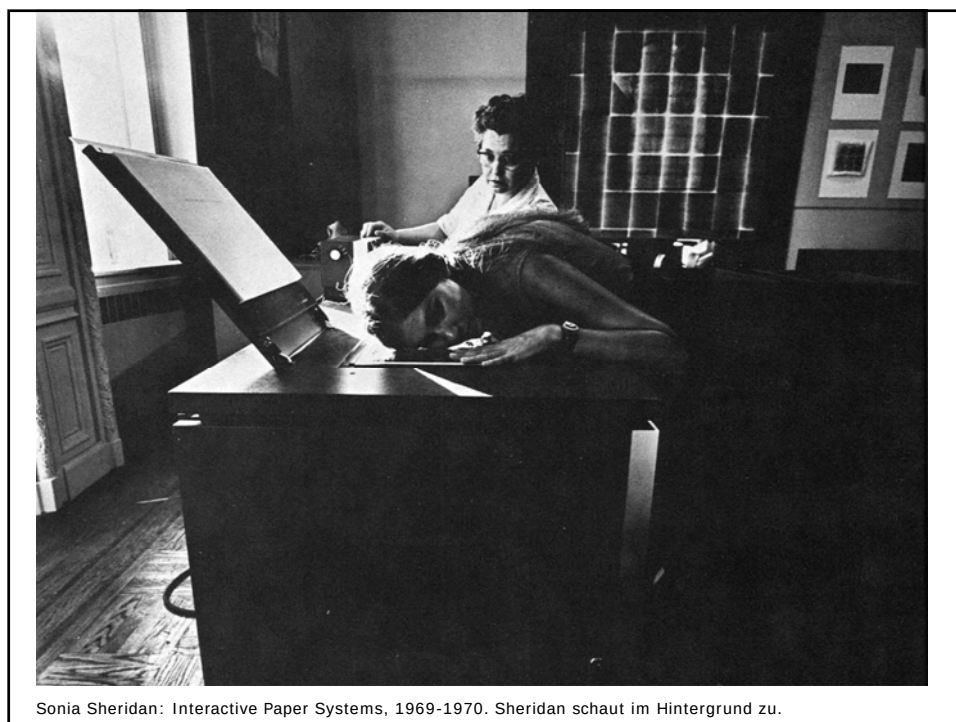
19) Are you enrolled in or have you graduated from college?
yes no

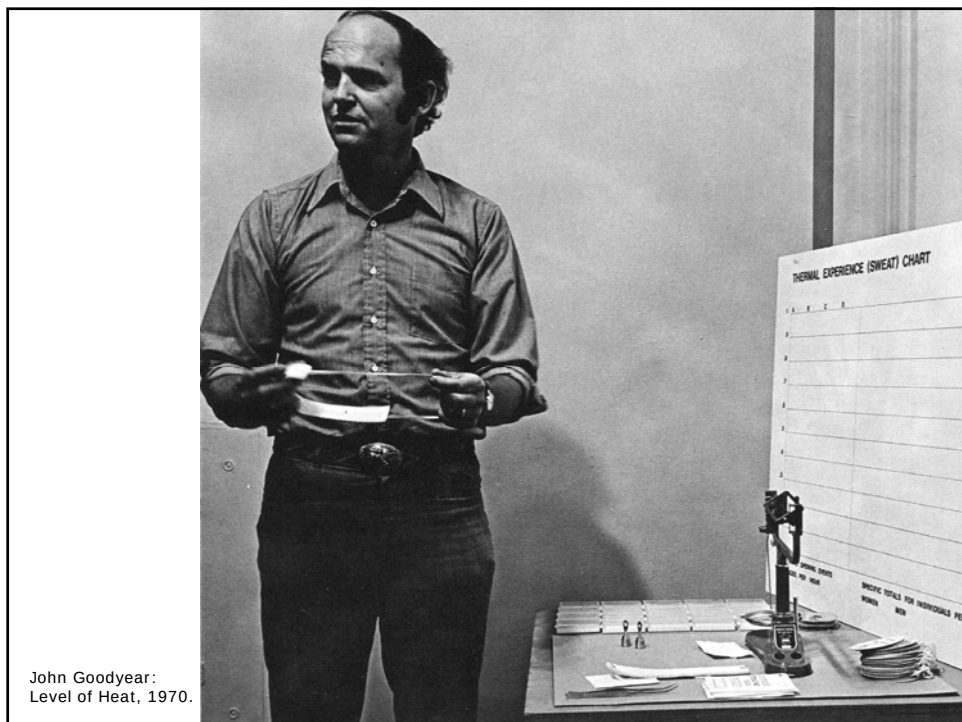
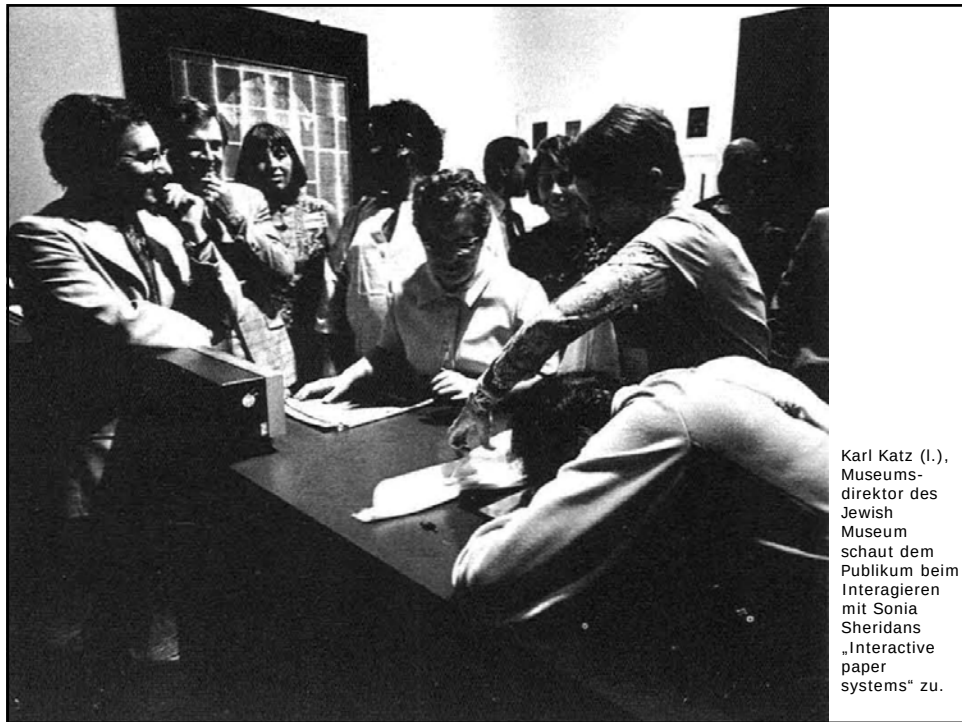
How old are you?

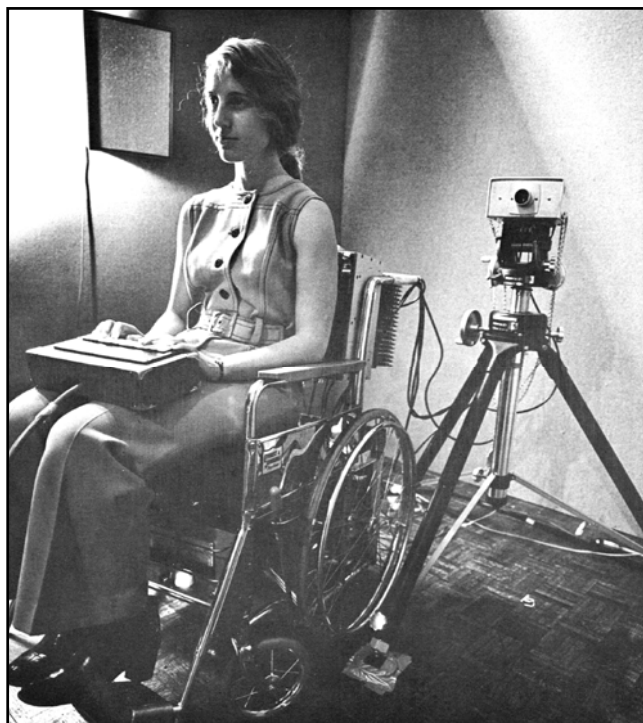
ANSWER TO QUESTION NUMBER 3 4547 RESPONSES

WITH PROFESSIONAL INTEREST IN ART	488	886	195	151	25	10
WITH NO PROFESSIONAL INTEREST IN ART	553	1339	448	376	31	21
OTHER ANSWER OR NO RESPONSE	13	15	5	3	2	5
UNDER 18 YEARS OF AGE	1064	6	0	1	0	0
18 TO 33 YEARS OF AGE	7252	0	2	0	0	0
33 TO 45 YEARS OF AGE	0	6	648	1	0	0
45 TO 55 YEARS OF AGE	0	2	0	411	0	0
OVER 55 YEARS OF AGE	0	0	0	58	0	0
OTHER ANSWER OR NO RESPONSE	0	7	0	7	0	16
MARRIED	45	455	475	313	24	18
SINGLE	555	1510	103	40	12	6
DIVORCED	3	45	55	73	7	1
SEPARATED	2	23	5	7	1	0
WIDOWED	2	9	10	26	13	3
OTHER ANSWER OR NO RESPONSE	19	9	1	13	1	8
MALE	447	1097	295	214	25	5
FEMALE	566	1142	352	275	32	25
NO RESPONSE	9	11	1	2	0	5
HAVE CHILDREN	55	334	478	473	44	20
HAVE NO CHILDREN	1001	1504	168	68	13	9
OTHER ANSWER OR NO RESPONSE	9	17	2	3	1	7
AFRICAN (BLACK)	28	26	14	7	1	2
ANGLO - SAXON	133	457	165	144	7	7
EAST EUROPEAN	59	132	32	74	4	1
GERMAN	377	770	220	159	21	6
ITALIAN	25	82	10	5	0	0
ORIENTAL	4	19	4	4	2	0
POLISH	125	195	34	72	3	1
SCANDINAVIAN	27	157	49	24	3	1
SPANISH - AMERICAN	20	28	7	9	0	1
OTHER	156	391	113	30	17	17
ANNUAL INCOME UNDER \$1000	418	675	196	114	9	3
\$1000 - \$1999	372	592	135	217	21	14
\$2000 - \$2999	61	114	42	15	3	1
\$3000 - \$3999	37	309	52	52	11	5
OVER \$4000	165	436	73	12	5	3
OTHER ANSWER OR NO RESPONSE	71	227	50	78	7	10
CATHOLIC	559	643	59	15	6	4
PROTESTANT	19	185	23	73	9	0
NO RESPONSE	461	375	92	76	16	20
JEWISH	13	572	92	52	16	7
OTHER	7	284	110	215	11	5
NO RELIGION	5	30	75	82	7	0
NO RESPONSE	431	335	97	75	10	20
LIVING IN CITY OF MILWAUKEE	418	1315	221	133	19	9
WITHIN MILWAUKEE COUNTY, OUTSIDE OF CITY	357	614	254	175	19	15
WITHIN 50 MILE RADIUS OF MILWAUKEE	56	89	23	18	3	0
ELSEWHERE IN WISCONSIN	54	157	35	13	2	1
ELSEWHERE IN U.S.	44	133	37	15	8	2
ABROAD	5	7	4	2	0	0
OTHER ANSWER OR NO RESPONSE	30	27	9	2	1	7
WITH COLLEGE EDUCATION	142	1727	448	300	26	17
WITHOUT COLLEGE EDUCATION	878	555	195	137	29	11
OTHER ANSWER OR NO RESPONSE	43	17	5	4	3	6

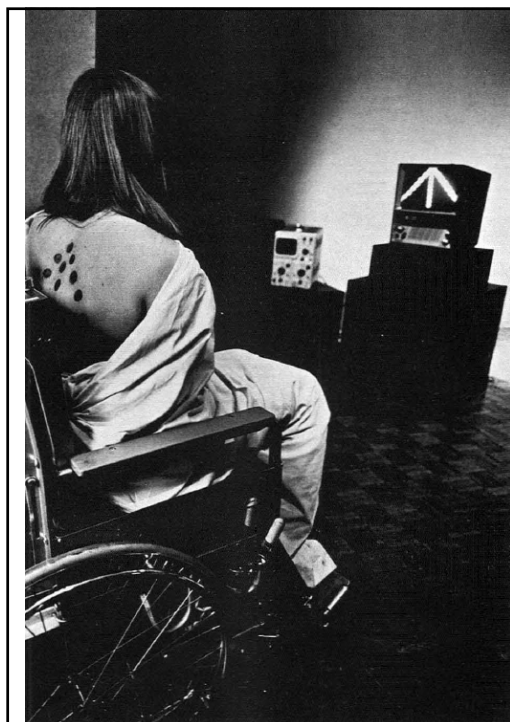
Hans Haacke: Visitor's Profile, 1970. Statistische Auswertung der Antworten.



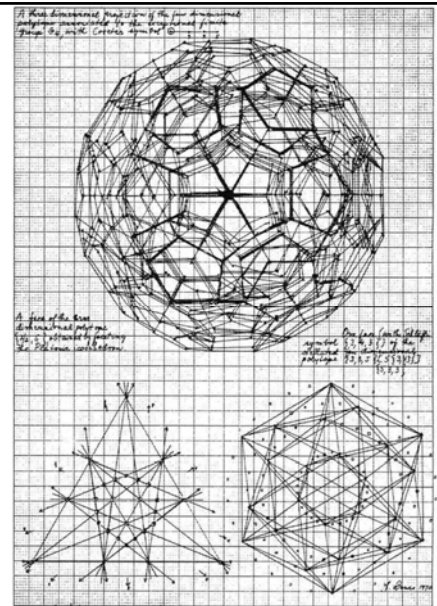




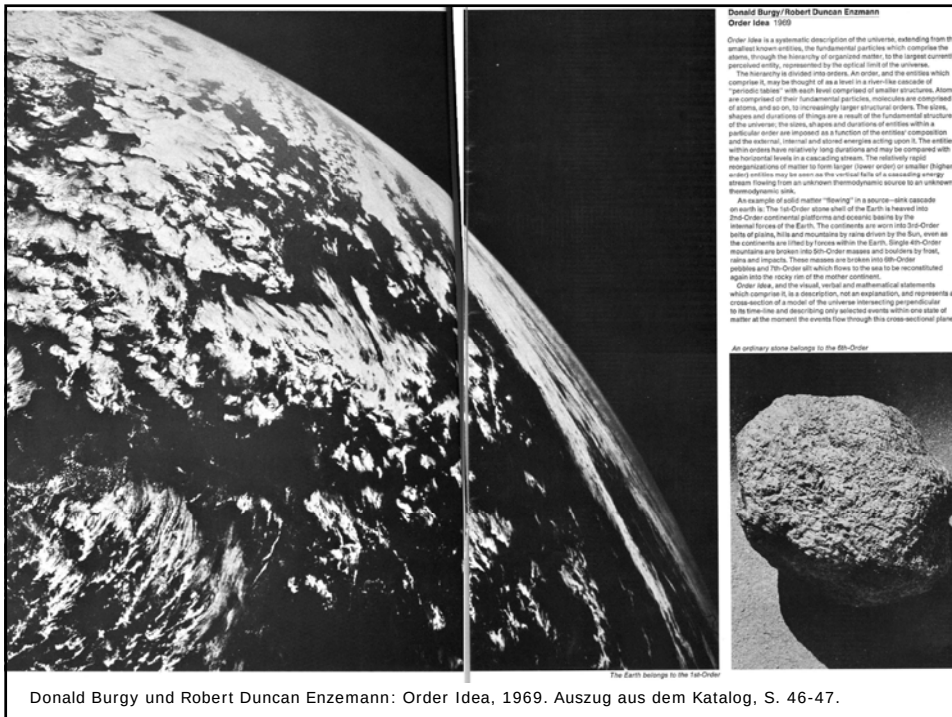
Linda Berris/Smith-Kettlewell
Institute of Visual Sciences: Tactile
Film, 1969-1970.



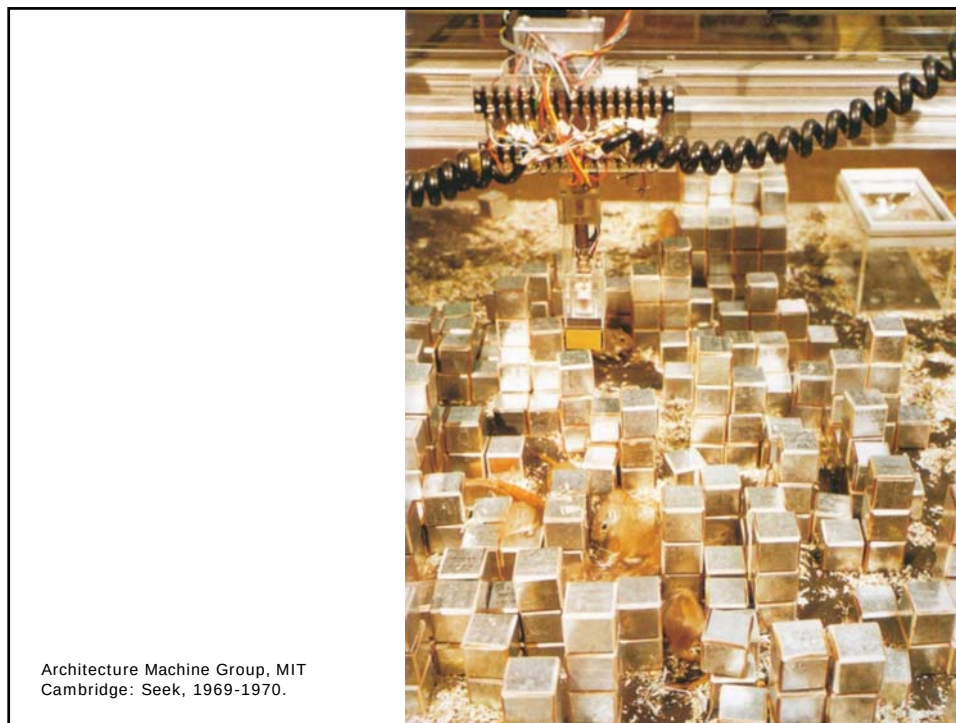
Linda Berris/Smith-Kettlewell Institute of Visual
Sciences: Tactile Film, 1969-1970.



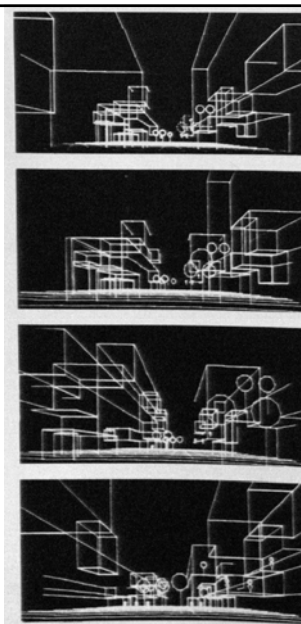
Agnes Denes: Dialectic Triangulation: A Visual Philosophy, 1970. Agnes Denes (r.) programmierte den Computer mit Unterstützung von Ted Nelson und The R.E.S.I.S.T.O.R.S. (alias: Peter Eichenberger, Lauren Sarno, John Levine; abwesend: Ned Kuhn)



Donald Burgy und Robert Duncan Enzemann: Order Idea, 1969. Auszug aus dem Katalog, S. 46-47.

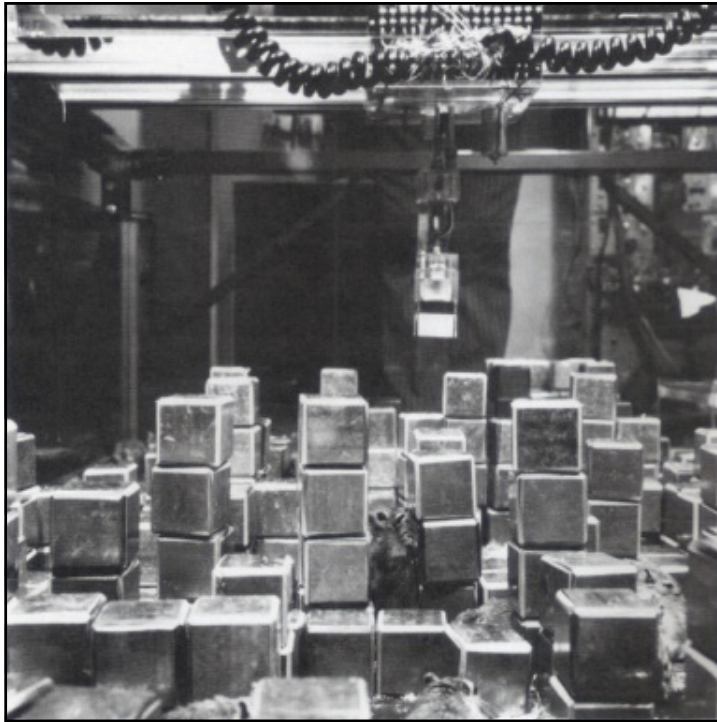


Architecture Machine Group, MIT
Cambridge: Seek, 1969-1970.



The adjacent illustrations, as well as many on the following pages, are prints taken from the 16mm movie, URBAN5. They are a sequence of frames that depict travel through an environment constructed jointly by the architect (Ted Turano) and the machine. You will note that the illustrations are quite crude, hidden lines are evident, circles are polygons, and straight lines are usually short segments butted together. In no way do these crudities represent the state of the art in computer-generated perspective drawing, not even for the time in which they were done. However, since computer graphics is not computer-aided design, this roughness is not important. What is important is that it took only a few days to implement this mode of viewing.

Nicholas Negroponte (l.) im Gespräch mit Karl Katz und Steven Gregory an der Ausstellung „Software“.



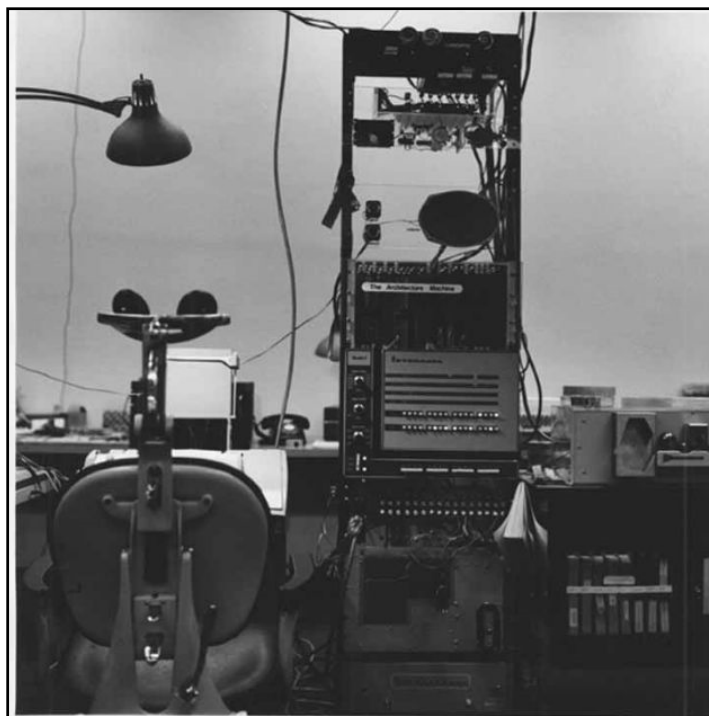
The Architecture Machine Group: Seek, 1969-1970.



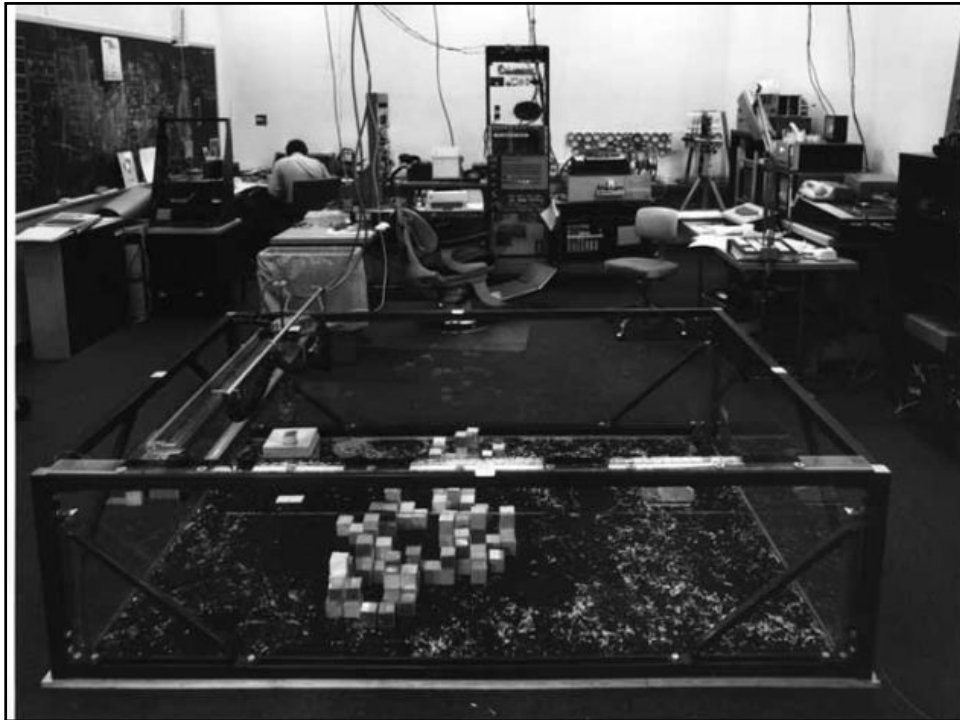
The Architecture Machine Group: Seek, 1970. Computerraum.



The Architecture Machine Group/MIT: Seek, 1969-1970. Detail vom Arbeitsplatz.

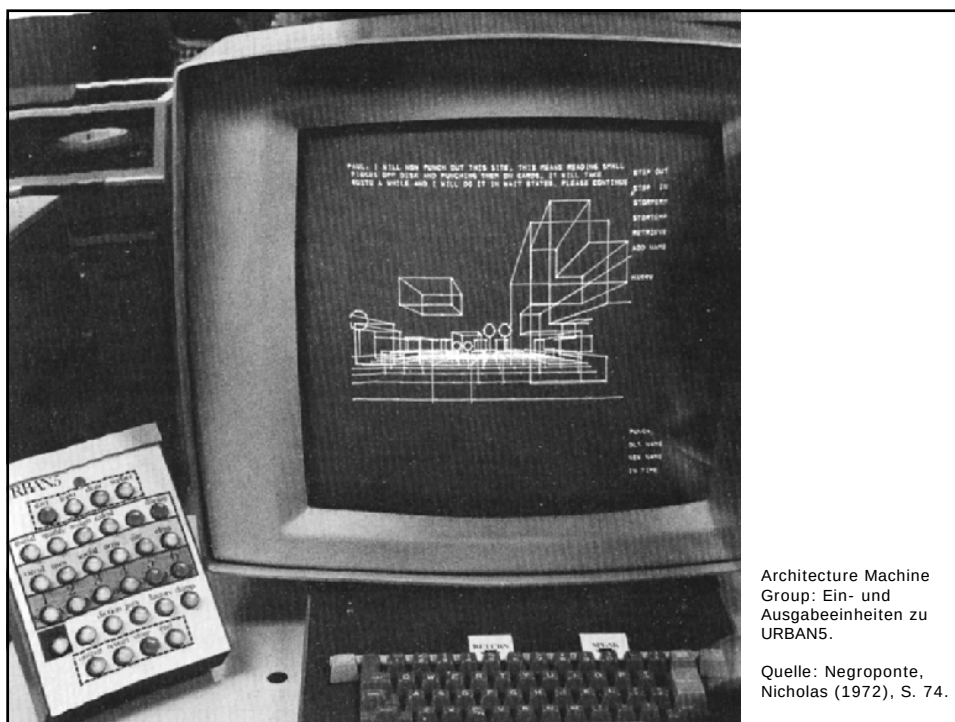


The Architecture Machine Group/MIT: Seek, 1969-1970. Detail vom Arbeitsplatz.



Lutz Dammbeck: Ausstellung "Re-Reeducation", Berlin 2007.
Foto: Bertram Kober.





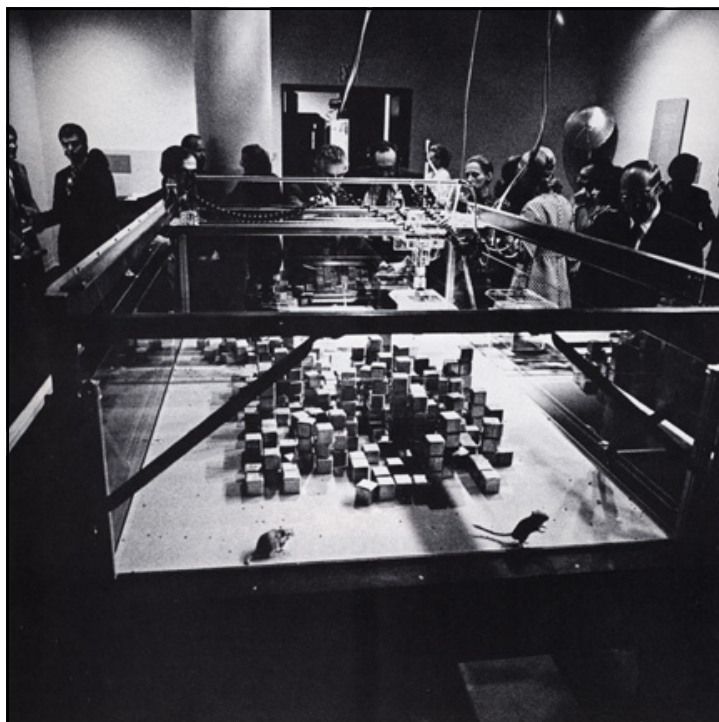


Architecture Machine Group, MIT Cambridge.

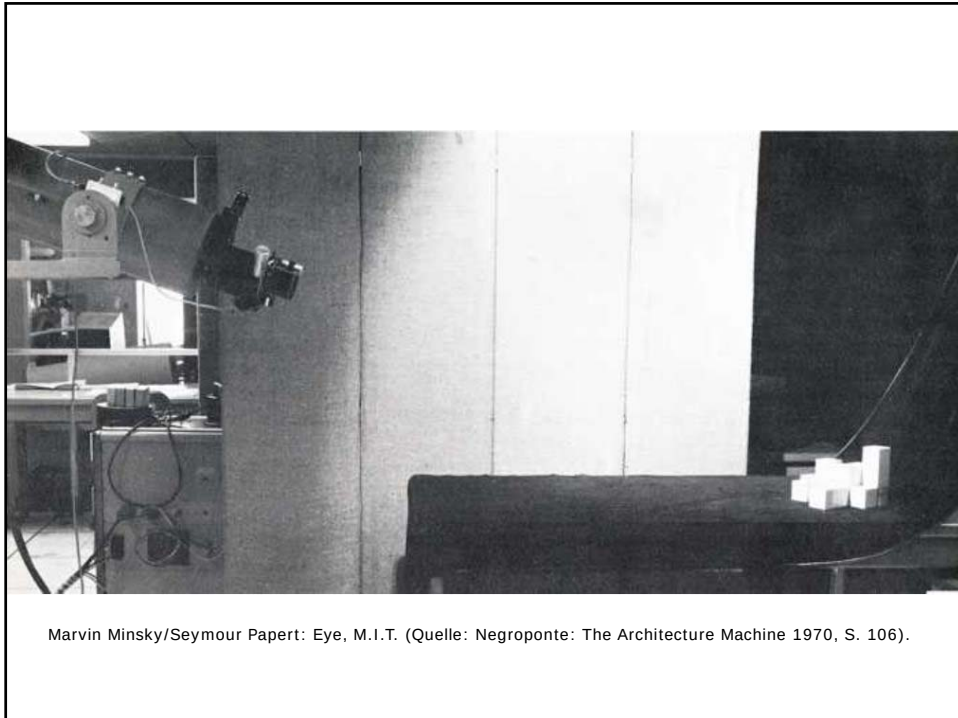


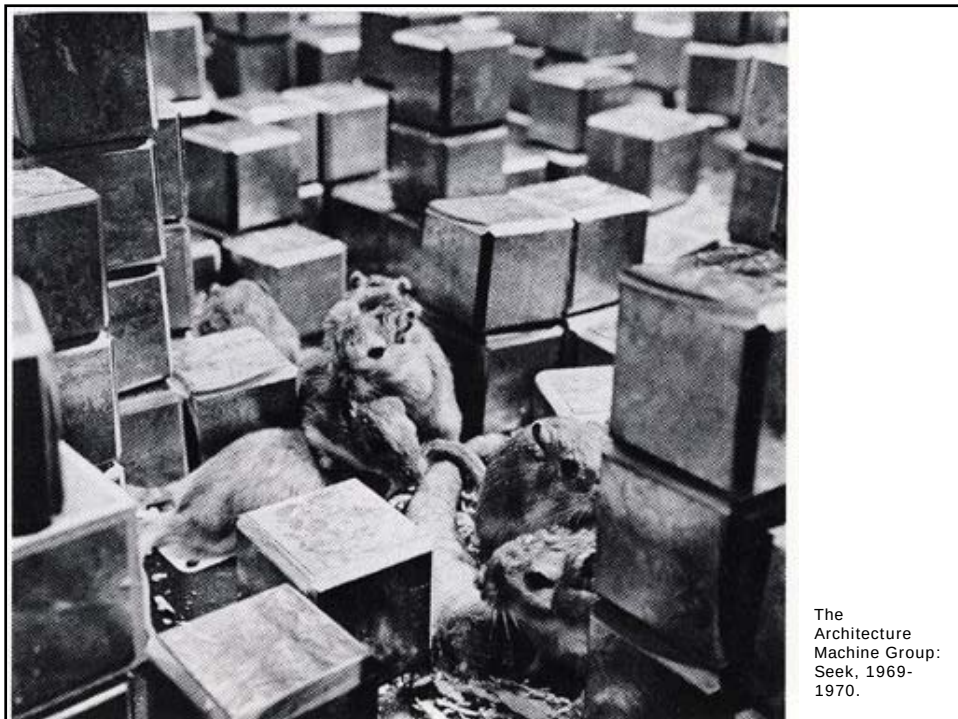
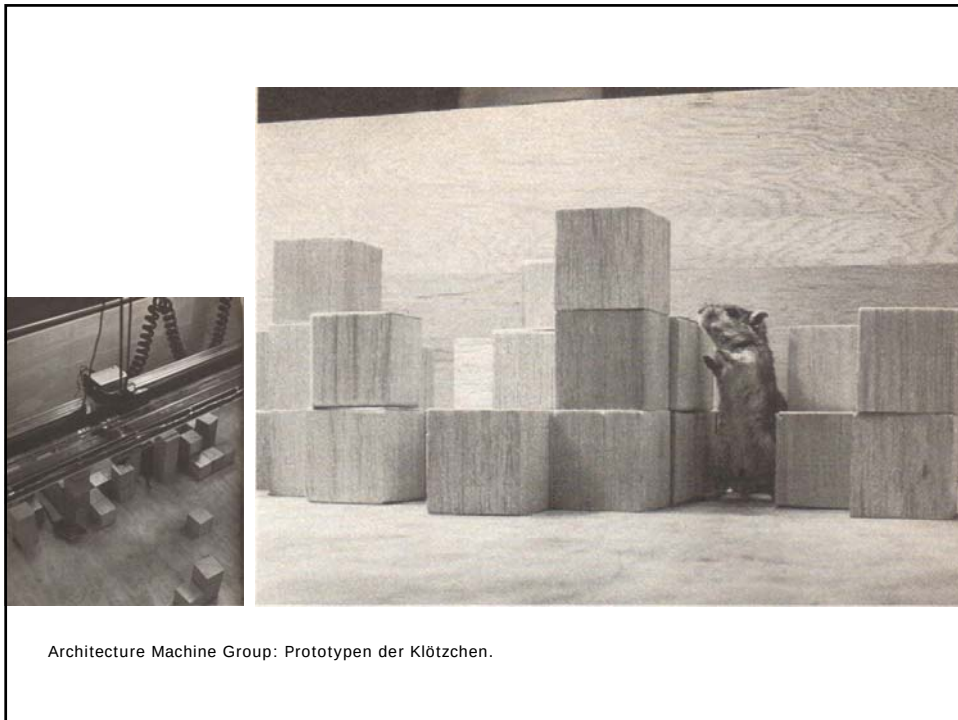


The Architecture Machine Group/MIT: Seek, 1969-1970. Installationsansicht.



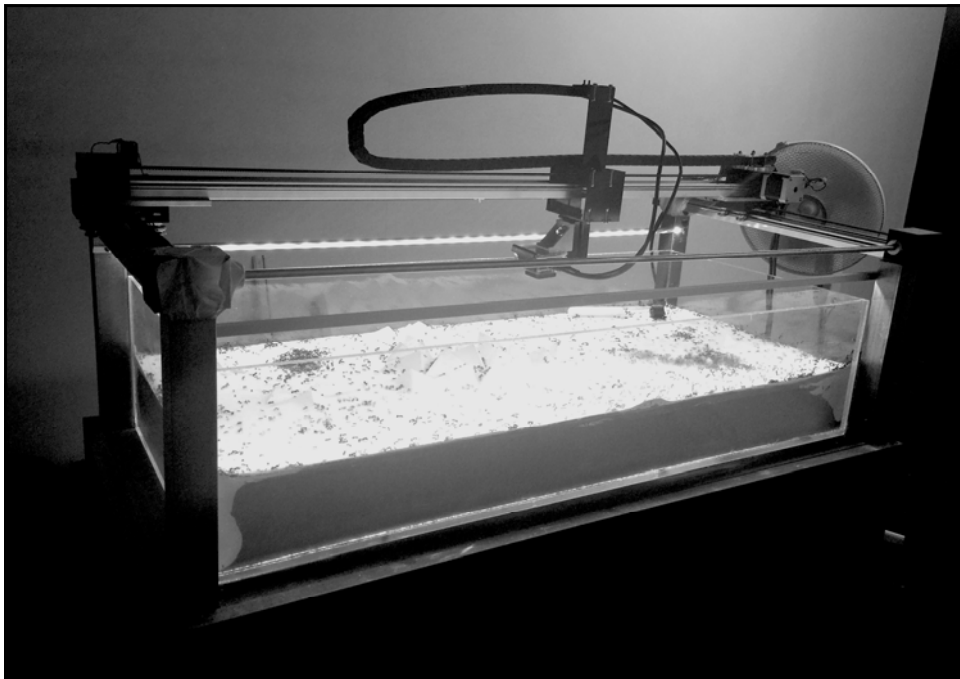
The Architecture Machine Group: Seek, 1969-1970. Ausstellungsansicht zu "Software", The Jewish Museum, New York 1970.



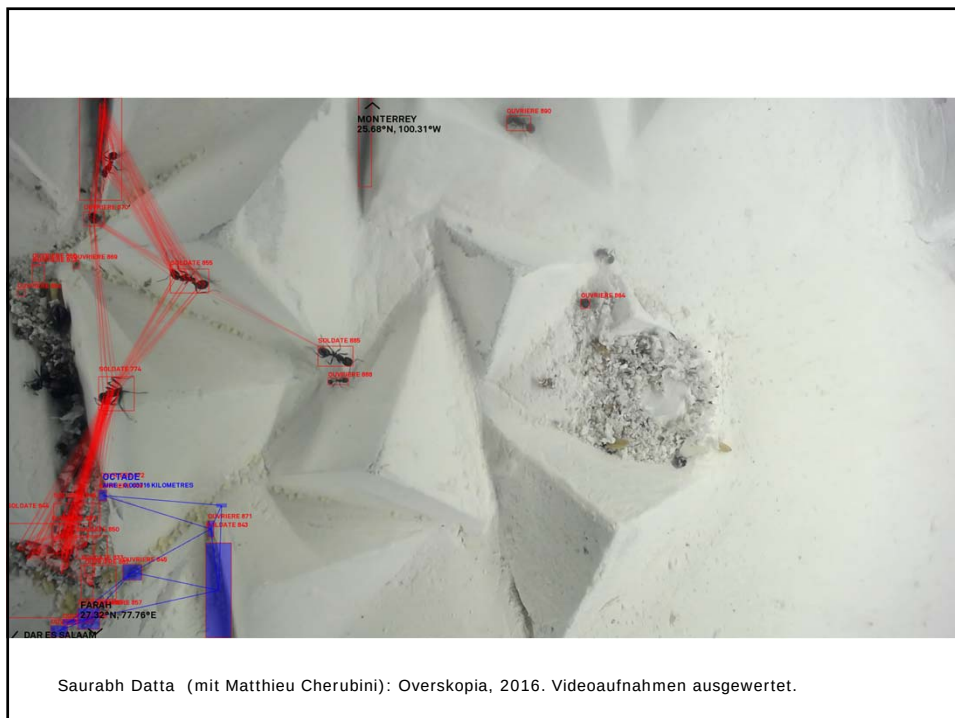


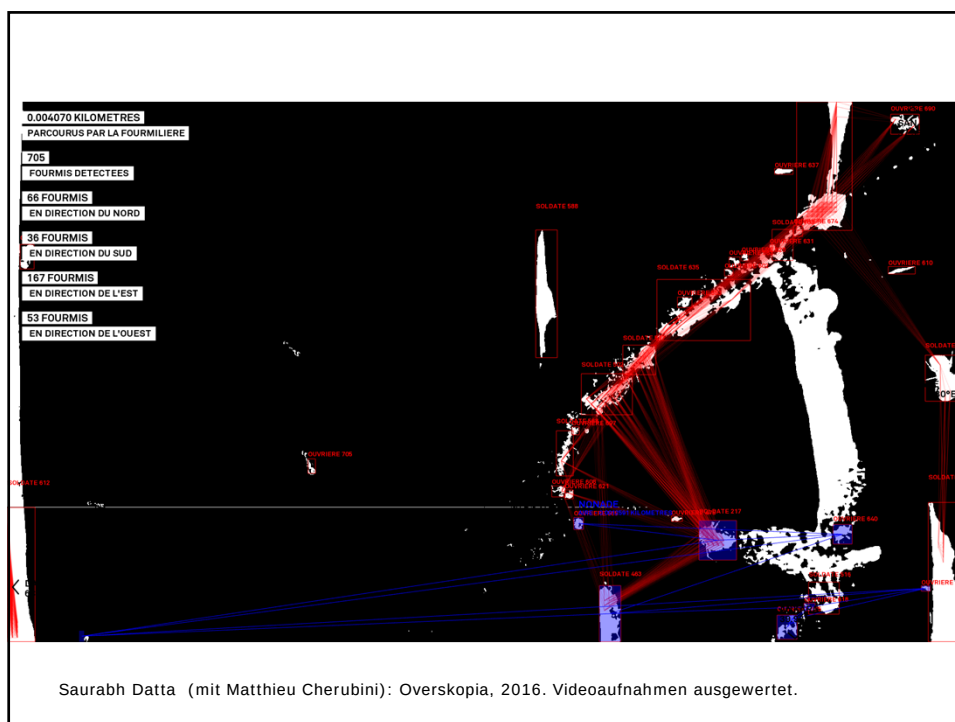


Saurabh Datta (mit Matthieu Cherubini): Overskopia, 2016. Installation.



Saurabh Datta (mit Matthieu Cherubini): Overskopia, 2016. Installation.





Literatur (Auswahl):

Ashton, Dore: Software Everywhere: Jewish Museum, NY, exhibition, in: *Studio International*, Vol. 180, November 1970, S. 200-202.

Burnham, Jack: Comments on Mallory's Note, in: *Leonardo*, Vol. 3, Nr. 2, April 1970, S. 265-266.

Burnham, Jack: Software, Ausst.Kat., Jewish Museum New York 16.9.-8.11.1970/The Smithsonian Institution, 16.12.1970-14.2.1971, Jewish Museum: New York 1970, in: https://monoskop.org/images/3/31/Software_Information_Technology_Its_New_Meaning_for_Art_catalogue.pdf

Dammbeck, Lutz: Excerpts from an Interview with Jack Burnham, in: <http://mujweb.cz/horvitz/burnham/lutz-interview.html?redirected=1529923160> (16.6.2018).

Dreher, Thomas: History of Computer Art, 2011-2015, in: IASOnline Lessons/Lektionen in NetArt, in: URL: http://iasl.uni-muenchen.de/links/GCA_Indexe.html (16.6.2018).

Mallory, Robert: Notes on Jack Burnham's Concepts of a Software Exhibition, in: *Leonardo*, Vol. 3, Nr. 2, April 1970, S. 189-190.

Negroponte, Nicolas: The Architecture Machine. Toward A More Human Environment. Cambridge/MA 1970, 2. Aufl. 1972. in: <https://dl.dropboxusercontent.com/u/2163252/negroponte-architecturemachine.pdf> (9/13/2015).

Negroponte, Nicolas: Soft Architecture Machines. Cambridge/Massachusetts 1975, in: <https://dl.dropboxusercontent.com/u/2163252/negropontesoftarchitecturemachines.pdf> (9/12/2015).

Shanken, Edward A.: The House That Jack Built: Jack Burnham's Concept of "Software" as a Metaphor for Art, in: *Leonardo Electronic Almanac*, Vol. 6, Nr. 10, November 1998, in: <http://mitpress.mit.edu/e-journals/LEA/ARTICLES/jack.html> (25.6.2018).

Vinklers, Bitite: Art and Information: 'Software' at the Jewish Museum, in: *Arts Magazine*, Vol. 45, Nr. 1, September 1970, S. 46.