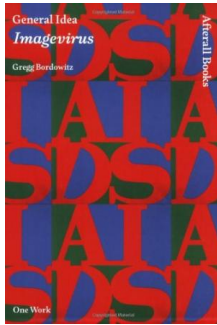


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GENERAL IDEA: IMAGEVIRUS



Afterall Publishing, United Kingdom, 2010. Paperback. Book Condition: New. 206 x 148 mm. Language: English . Brand New Book. In the mid-1980s, the Canadian art group General Idea (AA Bronson, Felix Partz, and Jorge Zontal) created a symbol using the acronym AIDS, arranging the letters in a manner that resembled Robert Indiana's famous LOVE logo. This launched Imagevirus, a project of paintings, sculptures, videos, posters, and exhibitions that investigated the term AIDS as both word and image, using the...

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