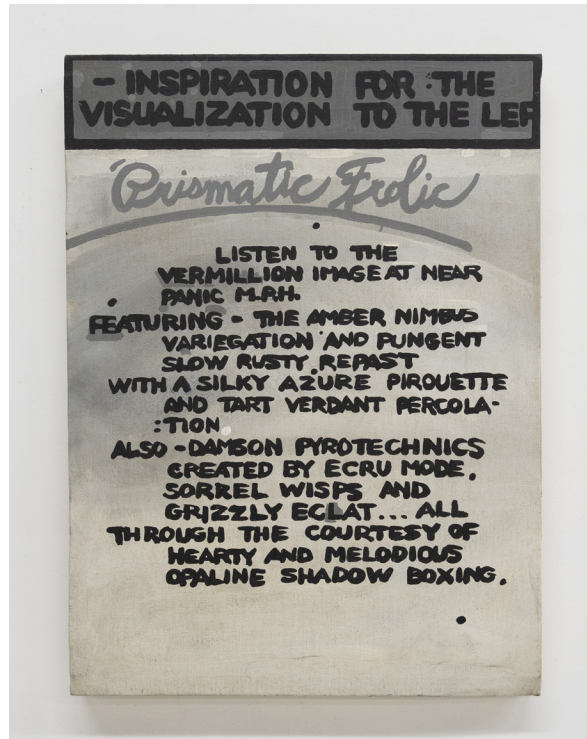


Contemporary Art Writing Daily

Gene Beery at Derosia



Gene Beery, *Prismatic Frolic*, 1970

An “elemental usefulness” to signage. We evolved to interpret signs, and there should be mutual respect in harnessing our primeval wiring. This is what the advert does. To speak to someone is an intimate thing. To have their ear. To be inside their head, my words. We should treat it delicately, erotically that it is. We were made to interpret this. To interface. The painter controls volume that poet does not. Treat it with respect, a mutual suspicion. Beery and I invent a third thing together through the handshake of the poem. Not a cruelty of font size.