



General Idea: A Retrospective (1969-1994)

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Now in paperback, this volume presents an overview of the legendary Canadian collective. Founded in Toronto in 1969 by Felix Partz, Jorge Zontal and AA Bronson, the trio adopted a generic identity that “freed it from the tyranny of individual genius.” Their intermingling of reality and fiction took the form of a transgressive, often parodic take on art and society. Paintings, installations, sculptures, photographs, videos, magazines and TV programs: General Idea’s is an authentically multimedia oeuvre that has lost nothing of its freshness. The book covers the collective’s main themes, such as the artist and the creative process, glamour as a creative tool, art’s links with the media and mass culture, architecture and archaeology, sexuality and AIDS. It is richly illustrated with documents and reproductions of key projects realized by General Idea from 1969 to 1994.

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