

The ***Big Sign - Little Building*** publication contexts contributions by writers, theorists and artists such as Ed Ruscha, Steven Izenour, Robert Venturi and John Rauch, Jeff Wall, Charlotte Posenenske and Peter Eisenman, amongst others, as well as documentation material from the homonymous exhibition held at the Office for Contemporary Art Norway in Autumn 2010. The book departs from and extends beyond a seminal project developed by the architects Robert Venturi, Denise Scott Brown and Steven Izenour, who, in their book *Learning from Las Vegas* (1972), drew from existing critiques of urban space at the time to explore the role that signs played in providing order to the landscape. As an articulation of a space contesting the hegemony of Euclidean space, this approach also intrigued artists such as Charlotte Posenenske, Ed Ruscha, Robert Smithson, and Jeff Wall, who further challenged such traditional notions of space in order to explore new interpretations of landscape within the fields of aesthetics, art and architecture without succumbing to any one category. Other artists, such as Claes Oldenburg and Allan D'Arcangelo, cited as inspiration by the three architects, contested the sign system altogether, which increasingly reflected an attempt on the part of capital to claim nature, landscape, and public space as commodities.

Big Sign - Little Building is edited by OCA's Director Marta Kuzma. For further information please see www.oca.no



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BIG SIGN

LITTLE BUILDING

America is a car with all the attendant virtues of moving privately from one place to another with speed and definition.

Purpose and reason are lacking, but in the very absurdity of swift movement, there is the desire to be. There is the hope to achieve what has always eluded. There is promise in the destination, but we arrive at the same point from which we left.

The clicking white line guides us through madness. The real beauty is in the lines and the colours of the journey itself. The process of moving matters, but we are impelled by a force that dissipates on the pinpoint where lines converge on the horizon.

– Allan D'Arcangelo (1976)