



In January, 1969, Jane Livingston telephoned Oyvind Fahlstrom to invite him to Los Angeles to tour corporations—primarily the Container Corporation of America. Fahlstrom's response to our suggestion was prompt and positive. He wrote,

Very excited about possibility of working with industry for your show. I think Container Corporation would offer the most interesting opportunities.

Off the cuff (and without having had time to consult their New York office, as I am a week from the opening of my show at Janis) I have a few very general suggestions:

1. ultralarge-and-light (laminated?) structures (flat silhouettes, to be assembled in different ways.)
2. ultralight flat shapes floating on air-cushion
3. giant coloured plastic bubbles, changing shapes depending on how much air is inflated
4. structures in self-disposing, decaying material ('wither away' automatically, gradually, different parts at different pace)
5. plastic gel 'blobs'—that can change in shape and can have hard-and-flat shapes inserted (and taken out without marks, holes)

Now, my problem as you know is one of time and space. On a *very tentative* basis I could think of a time schedule

1. first confrontation with company, March 11-12, or 12-13 (Have to be in N.Y. by 15th)—(Mail detailed project descriptions during spring)
2. see models, samples etc. 1-20 September
3. follow production etc. 7-20 December
4. check finished works 1-7 February

(*Unlikely* alternative—might possibly spend vacation, August, in L.A. and maybe stay through Sept. 10th or so; maybe skip 3 or 4.)

We brought Fahlstrom to Los Angeles on March 10. The next day, he toured the Container Corporation's Folding Carton Division and was shown examples of various die-cut, flat containers—margarine boxes, for example, printed and repeated endlessly on sheets of board—and witnessed the machine processes of cutting, folding and assembling these containers. Fahlstrom's response to what he saw at Container was somewhat apathetic. (In a note from Sweden some weeks later, he said "Heven't worked out anything for Container Corporation—feel limitations push me into minimalist bag—which isn't mine [i.e. non-experimental minimalist]."

Since it was clear that Fahlstrom was not immediately inspired by his view of this corporation, we spent several hours reviewing the list of contracted, still available corporations to determine what other companies he might visit while he was in L.A. We arranged a tour at Eldon, a toy manufacturing company, which failed to elicit much response of any sort. It seemed to us also that Heath and Company, who had joined with us in January, '69 as a Sponsor Corporation, might be of interest to Oyvind. Heath makes commercial signs. The materials and techniques required for this seemingly straightforward product are, to say the least, diverse. The fabricating of a Colonel Sanders or Fosters Freeze sign involves elaborately formed components of anodized aluminum, other sheet metals and plexiglass; if the sign revolves or is illuminated in its interior, mechanical and electrical systems are of course needed as well. [1, 2]

