

AA BRONSON  
After General Idea



Published 2018

Edition of 40 copies  
plus 20 Artist's proofs and 5 Hors Commerce  
Each book is signed and numbered by the artist on  
the cover

Description:  
Oversize format: 47 x 52 cm / 18.50 x 20.47 inches  
50 posters spot color printed on 115 grams blue back  
poster paper  
bound with micro-perforation for easy tear off  
Single color silkscreened cardboard hard cover  
Perfect binding with fabric spine

Three Star Books invited artist AA Bronson, the  
last living member of the Canadian conceptual  
art collective General Idea to take another look at  
the wallpaper version of one of their iconic pieces:  
"AIDS".

"AIDS" was created following pop artist Robert  
Indiana's "LOVE", a screen print and a sculpture from  
1967 in which the letters L.O.V.E. were replaced with  
the ones of A.I.D.S., appropriating and reintroducing  
it back into an art context. General Idea has been  
using techniques of appropriation since 1969, the  
year they began together, long before the term  
entered the art world. Since 1987, General Idea's  
AIDS projects have utilized various advertising  
venues internationally as sites for art, producing  
posters, postage stamps, wallpaper, and rear-  
illuminated signs as a means to introduce the image,  
as a virus, into the bloodstream of society.

For Three Star Books, AA Bronson has adapted  
"AIDS" into book form, like a wallpaper sample book,  
pointing to the fact that the AIDS crisis is far from  
over. "After General Idea", contains fifty "ready to  
tear and disseminate" posters that are bound and  
printed with spot colors on blue back poster paper.