

From Issue 1.8/1.9 (Fall 1975)

A Selection of N. E. Thing Company's A.C.T.'S.
Originally compiled by Ann Rosenberg

1. The Incorporation of the N. E. Thing Co. Ltd., 1966.

In 1966, the N. E. Thing Co. Ltd. was formed. Its business was the organization and dissemination of Sensitivity Information. Sensitivity Information would be considered under the following categories: Visual Sensitivity Information; Sound Sensitivity Information; Moving Sensitivity Information; Experiential Sensitivity Information. Works in all categories could be judged as records of A.R.T. (Aesthetically Rejected Thing) or A.C.T. (Aesthetically Claimed Thing). All choices were to be personal, hence, arbitrary.

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N. E. Thing Co. Ltd., *See*, 1973, felt pen on offset lithograph, 45.72 × 45.72 cm.

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N. E. Thing Co. Ltd., *Cash in Hand*, 1972, hand-tinted black and white photo, 49.53 × 59.69 cm.

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N. E. Thing Co. Ltd., *President of a Company: Face Screwing*, 1969, mounted colour photos, 91.44 × 106.68 cm.

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N. E. Thing Co. Ltd., *Stamping Machine*, 1974, black and white photo study, 20.32 × 25.4 cm.

2. *Aquatics*, Simon Fraser University, 1967.

This event was the first overt manifestation of N. E. Thing Co.'s interest in sport performance (Moving Sensitivity Information) and to this project Ingrid brought her expertise in water ballet. Centennial year was celebrated through the acts of swimming, making music, and dancing in the water. *Aquatics* was the first act in a construct called Retro-Aesthetics—the re-viewing/re-doing of something enjoyed in the past to check out the experience for its feel in the present.

3. *5 Mile Section: Longest Movie in the World*, 1969.

The movie runs five minutes and is a direct uncut record of a five-mile stretch on Ontario's



Trans-Canada highway. The movie camera was hand-held in the Baxter truck. The Baxters, interested in the idea contained in the movie described above, submitted a request for funds to make *5,000 Mile Movie* in centennial year. It was intended to be:

a film (measuring) Canada's life line (the Trans-Canada highway). The film (would show) geographical, cultural, and ethnic variations . . . The viewer (would) be able to wander in and out of the movie for eight days . . . the movie sound track will include sections of ambient noise and interviews of people en route—a talk-show on wheels.

4. *Report on the Activities of the N. E. Thing Co. at the National Gallery of Canada, Ottawa, June/July, 1969.*

This exhibition was a major setting forth of the N. E. Thing Co.'s ideas and products. The whole exhibit took place in the real offices on the main floor of the NGO and in spaces erected by the company out of balloon frame and plywood. The visual effect of this exhibit was *department store*—an aesthetic (or non-aesthetic) that did not invite enthusiastic gallery response.

5. *Clichés Visualized*, 1969.

A thirty-minute videotape transforming English Language clichés into Visual Sensitivity Information.

6. *Art and Computers*, Simon Fraser University, 1970.

The N. E. Thing Co. co-presidents conceived and organized a conference on this subject at Simon Fraser University.

7. *North American Time Zone Photo V.S.I. Simultaneity*, October, 1970.

An N. E. Thing Co. publication dealing with the simultaneous photography of pre-selected subject matter by six Canadian photographers at the same moment in time in the six time zones in Canada.

8. Elaine Baxter changes her name to Ingrid (formerly her middle name), which, coincidentally, made her initials and Iain's the same.

9. *Historical Aesthetic Projects*, 1971.

While in Europe on a Senior Canada Council Grant, the N. E. Thing Co. Ltd. carried out the following projects:

Reversal of Columbus's Voyage: N. E. Thing Co.
Discovers Europe

All Roads Lead to Rome

Loch Ness Mystery

Seeing Galileo's Laws of Gravity from the Leaning
Tower of Pisa

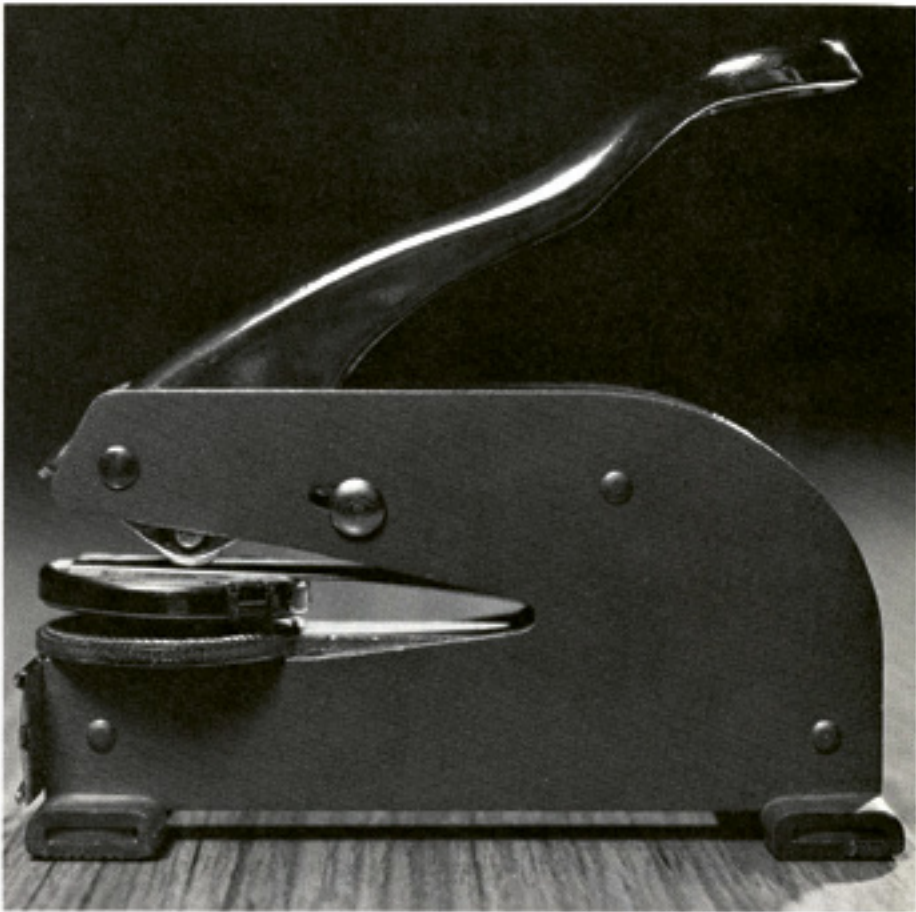
10. *Monopoly Game with Real Money*, York University, 1975.

This event took place within a Toronto Dominion Bank on the campus of York University. Real money was used in the game. A videotape was made as a record of the game.



cash in hand





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