

A large red outline of a circle is positioned in the upper right, and a large red outline of a triangle is in the lower right. A red rectangular frame encloses the text on the left.

Family Guide

MOCA Grand Avenue
**With Pleasure: Pattern and
Decoration in American Art
1972–1985**



Use this guide to explore artworks in MOCA's collection!



Look:

- Zoom in and out to look at the artworks closely.



Have discussions:

- What do you notice?
- Share and discuss with others at home.
- We learn more about art when we look and discuss together.



Print this guide at home and draw, sketch, or doodle!



Negating the Negative (An Answer to Ad Reinhardt's
'On Negation'

anti-pure, anti-purist, anti-puritannical, anti-minimalist,
anti-post minimalist, anti-reductivist, anti-formalist,
anti-pristine, anti-austere, anti-bare, anti-blank, anti-bland,
anti-boring, anti-empty, anti-dull, anti-monotonous, anti-flat,
anti-picture plane, anti-sterile, anti-clean, anti-sanitized,
anti-machine made, anti-technological, anti-computerized,
anti-universal, anti-internationalist, anti-imperialist,
anti-bauhausist, anti-dominant, anti-authoritarian, anti-
mandarinist, anti-mainstreamist, anti-transcendent, anti-rigid,
anti-systemic, anti-linguisticized, anti-bureaucratized,
anti-black, anti-white, anti-grey, anti-grid, anti-god, anti-
moralistic, anti-religious, anti-priestly, anti-mystifying,
anti-mystical, anti-orthodox, anti-logic, anti-conceptual,
anti-male dominated, anti-virile, anti-tough, anti-cool,
anti-cruel, anti-cold, anti-rational, anti-absolutist, anti-
academic, anti-dogmatic, anti-didactic, anti-doctrinaire,
anti-aesthetic, anti-classicist, anti-hermetic, anti-exclusivist,
anti-idealist, anti-conventionalist, anti-determinist, anti-
programmatic, anti-dehumanized, anti-unintelligible, anti-
sophisticated, anti-disinterested, anti-uninteresting, anti-
detached, anti-emotionless, anti-meaningless, anti-formless,
anti-colorless, anti-lineless, anti-spaceless, anti-lightless,
anti-textureless, anti-imageless, anti-timeless, anti-deathless,
anti-lifeless, anti-breathless, anti-elitist, anti-historicist,
anti-loveless, anti-sexless, anti-pleasureless, anti-funless,
anti-jargonized, anti-structuralist, anti-dictatorial, anti-
ordered, anti-closed, anti-controlled, anti-controlling,
anti-arrogant, anti-sublime, anti-grandiose, anti-pedantic,
anti-pretentious, anti-pompous, anti-patriarchial, anti-heroic,
anti-genius, anti-master.

On Affirmation

additive, subjective, romantic, imaginative, personal, auto-
biographical, whimsical, narrative, decorative, lyrical, archi-
tectural, sculptural, primitive, eccentric, local, specific,
spontaneous, irrational, private, impulsive, gestural, hand-
written, handmade, colorful, joyful, obsessive, fussy, funny,
junky, vulgar, perverse, mannerist, tribal, rococo, tactile,
self-referring, sumptuous, salacious, eclectic, exotic, messy,
monstrous, complex, ornamented, embroidered, articulated,
spatial, light-filled, delicate, warm, open, questioning,
sharing....

-- Joyce Kozloff

Joyce Kozloff Negating the Negative (An Answer to Ad Reinhardt's 'On Negation'), On Affirmation, 1976



Take a moment to read this artwork.



What is going on here? Do you agree?
Why or why not?



Activity:

Think about what you are against—or what you are “anti”—and write it in the section below called “On Negation.” Then write what you are for in the section labeled “On Affirmation.” (Negation is when you say “no” to something and affirmation is when you say “yes.”)

On Negation:

anti- _____ , anti- _____ , anti- _____ ,

anti- _____ , anti- _____ , anti- _____ ,

On Affirmation:

_____ , _____ , _____ ,

_____ , _____ , _____



Artist Joyce Kozloff, along with other Pattern and Decoration artists, wanted to create art that could be described by words she uses here: “romantic,” “whimsical,” and “joyful.” She wrote this in response to another artist, Ad Reinhardt, who made some famous paintings that were totally black. He used the words “pure,” “colorless,” “cold,” and others to describe his own artwork.