

# THE NEW YORKER

June 25, 2012

## “How to Download a Boyfriend”

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When Lucy Lippard wrote her invaluable almanac of conceptual art, “Six Years: The Dematerialization of the Art Object from 1966 to 1972,” did she dream that the bricks-and-mortar spaces housing the art works she catalogued might one day dematerialize, too? If you’ve recently attended an art fair (and here’s hoping you haven’t; they suck) then you’ve seen iPad-toting art dealers stalking the aisles, showing and selling objects to collectors with a few swipes of a touch screen—no wall space required.

Now the politically subversive artist Paul Chan (whom Calvin Tomkins [profiled in the magazine in 2008](#)) is beating the market at its own game: his publishing house, Badlands Unlimited, has just released what it bills as the first-ever group show in the form of an e-book for the iPad. Irresistibly titled “[How to Download a Boyfriend](#),” it combines images from more than fifty artists—ranging from the éminences grises A. A. Bronson, Tony Conrad, and Thomas Bayrle, to the up-and-comers Antoine Catala and Margaret Lee, Josh Kline, and Ben Schumacher. (Full disclosure: I [profiled](#) one contributor, Cory Arcangel, for the magazine, last year.)

As with any good group show, the title only loosely connects to the art that’s on view—art works are not illustrations of ideas, although they can be ideas themselves. But the commercialized myth of romantic love does emerge as a theme (others are post-human bodies and doubling/coupling). One winning example: Catala and Lee contribute a rebus, relayed via photographs, that can be translated here as: “Eye, 1, 2, Meat, Ewe.” Pictures of two champagne flutes and two long-stemmed red roses add to the love-connection schmalz. Interspersed with the digital images are absurdist interactive questionnaires, multiple-choice quizzes that reveal the “right” answer when you’ve completed them. Per Clayton Deutsch’s contribution, the correct response to the question “Romeo, Romeo wherefore art thou Romeo?” is the American clothing chain, “Forever 21.” Apparently, a rose by any other name might just be a fashion don’t.

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