

**Aspen “Magazine-in-a-Box” Collection**  
**MSS 220**  
**.50 linear feet**

**Background**

*Aspen* was a three-dimensional, multi-media magazine featuring articles, pictures, flyers, broadsides, phonograph recordings and film reels, usually revolving around a particular theme. The items were boxed loosely together, eliminating the traditional magazine format. *Aspen* was conceived and edited by Phyllis Johnson, an advertising executive who came up with the name for the magazine while on vacation in Aspen, Colorado. Only 10 issues of *Aspen* were published, sporadically, between 1965 and 1971. The magazine featured articles and multi-media content, and was designed by, many of the period’s top popular artists. Names like Andy Warhol, Peter Blake, John Lennon, Marcel Duchamp, and David Hockney were associated with *Aspen*.

**Scope and Content**

The collection at St. Lawrence contains the first six issues of *Aspen* in their original boxes. Issues 5 and 6 were produced and sold to subscribers in one box.

**Provenance**

Gift of Mary Huse, Richville, New York.

**Box 1**

Aspen / The Magazine in a Box, Vol. 1, No. 1, 1965.  
(Includes statement about the magazine by Phyllis Johnson)

Contents

- Ski Roaming, Lift-Shunning, Mountain-Touring—Whatever you Call it, It’s the Reviving Sport : Denis Higgins and John Henry Auran
- Jazz: A Cool Duel
  - In Praise of Dixieland; Freddie Fisher
  - In Defense of Latter-Day Jazz; John Hendricks
  - In Explanation of All Jazz; Chuck Isreals
- A Sanctuary for Deer, Peacocks, and People—Stillwater Ranch; Peggy Clifford
- The Hide and Seek of the Bird of the Timberline—A Monograph on the White-tailed Ptarmigan; Timothy Thomas and Tony Gauba
- Configurations of the New World
  - Implications of Population Changes; Philip M. Hauser
  - New Technologies and Institutional Change; Robert C. W. Theobald
  - The Human Imagination in the New Age; Rev. William Lynch S. J.
  - To Build is Everything or Nothing is Built; Konrad Wachsmann
  - Colombia: A Garden to Grow People; James W. Rouse
  - The Victory of Technique Over Content; Jan C. Rowan

- The New Conversation Can Succeed; Stewart L. Udall
- The New Scale; Arthur Drexler
- U.S.—US; George Nelson & Co.
- The Interrelations Between Ethics and Power in Design; Philip Rosenthal
- Lausanne 1964 Exposition: An Experiment in Planning; Peter Blake
- Urban Transportation in Perspective; Martin Wohl
- The New Motivations of Leaders of Industry; David Finn

Aspen / The Magazine in a Box, Vol. 1, No. 2, 1966.

### Contents

- Farewell to a Canyon
- Ski Racing—Edging the Possible; Martin Luray
- Scriabin—Sensuous Mystic in Music; Faubion Bowers
- The Adaptable House; Peggy Clifford
- The Young Out's vs The Establishment—Excerpts from the Aspen Film Conferences
  - Film—The Andromeda of the Arts; Lionel Trilling
  - If We Have To Bury You; Stanley Hirsin
  - Advice From Abby; Abby Mann
  - Crossroads: To Mold the Higher Tastes or Pander to the Lowest; Norman Corwin
  - The View From the Front Office; Robert Blumofe
  - The Role of the Audience; James Blue
  - Renascence in a Youthful Medium; Arthur Knight
  - It's Not What You Put In, But What You Leave Out; John Burchard
  - The Old Question; David T. Bazelon
  - The Task of Us All; Robert Osborn
  - The Maysles Method; Albert and David Maysles
  - How Do You Say "I Love You"; Jean Renoir
  - It's Not Bright Lights and Fan Clubs; Carroll Baker
  - Feeling Guilty at Times; Eva Marie Saint
  - Rx—Go See a Movie; Dr. Karl Menninger
  - One Needs the Poet; Jack Garfein
  - Frontiers of Film; Richard Dyer MacCann

Aspen / Vol. 1, No. 3, December 1966

### Contents

- Music, Man, That's Where It's At!
  - Rock & Roll—Three Views; Lou Reed
  - Life Among the Poobahs; Bob Shelton
  - Orpheus Plugs In...it's-the-only-ra-di-o-sta-tion/  
that's-ne-ver-off-the-air; Bob Chamberlain
  - Pop music trends recorded by the Velvet Underground and Peter Walker

- 12 Painting from Powers Collection
  - The collector, John G. Powers, tells why he collected the paintings
  - The artists tell (sometimes) why they painted them...Johns, Trova, deKooning, Oldenburg, Rosenquist, Hinman, Laing, Warhol, Riley, Poons, Lichtenstein, Noland
- “Homeward Bound”—The Rand House; Bob Chamberlain
- The First and Only Edition of the “Exploding Plastic Inevitable”, a composite of the “Underground” newspapers flourishing across the country
  - Ron Tavel on the Silver Scum
  - Gerard Malanga on What’s Happening in Modern Poetry
  - John Wilcock on the Underground Establishment
  - Jonas Mekason “The Chelseas Girls”
  - Patricia Oberhaus on the Bobby Dylan Scene
  - And Much More
- Underground Movie Flip Book:
  - A preview of Jack Smith’s forthcoming “Buzzards over Bagdad”
  - A revival of Any Warhol’s “Kiss”
- Berkeley Conference on LSD
  - Users and Abusers of LSD; Richard Blum
  - Late Blooming Morning Glory and Other Adverse Reactions to LSD; William Frosch
  - A descriptive Approach to the Psychedelic Experience; Rolf von Eckartsberg
  - Stability and Change in Human Intelligence and Consciousness; Frank Barron
  - LSD: Implications for Law Enforcement; Joseph D. Lohman
  - “We Are All One”; USCO
  - The Role of Psychedelics in Shamanism, Witchcraft, and the Vision Quest; Michael Harner
  - LSD and the Art of Conscious Living; Richard Alpert
  - LSD and the Dying Patient; Eric Kast
  - Indications and Contra-Indications for SLD Therapy of Alcoholism; Abram Hoffer
  - Therapeutic Uses of Ibogaine; Claudio Naranjo
  - The Myth About Psychedelic Drugs; Paul Lee
  - The Significance of Artificially Induced Religious Experience; Houston Smith
  - The Molecular Revolution; Timothy Leary

Aspen / Vol. 1, No. 4, Spring 1967

### Contents

- The Medium is the Message; A “press proof” from a new book by Marshall McLuhan and Quentin Fiore
- The TV Generation; The Tribal Stomp at the Avalon Ballroom, San Francisco
- How to Improve the World; John Cage
- The Electronics of Music; Fabian Bowers and Daniel Kunin
- A Recorded Sampler of Electronic Music
- The Braille Trail; Bob Lewis, Alfred Etter, Bob Chamberlain and Jim Milmoie

- Psycles; Danny Lyon, Bob Chamberlain, Radcliffe Squires, Sandy Cohen, Cal of South Cal, Funny Sonny, Cockroach Kid, Eddie, Kathie and Johnnie

Aspen Magazine / No. 5 and 6 combined, Fall-Winter 1967

### Contents

- Essays
  - The Death of the Author/ Roland Barthes/ trans. Richard Howard
  - Style and the Representation of Historical Time/ George Kubler
  - The Aesthetics of Silence/ Susan Sontag
- Fiction
  - Text for Nothing #8/ Samuel Beckett/ read by Jack MacGowran
  - Nova Express/excerpts/ William Burroughs/ read by the author
  - "Now the shadow of the southwest column" from Jealousy/ Alain Robbe-Grillet/ read by the author
- Music
  - Fontana Mix-Feed/ John Cage/ realized by Max Neuhaus
  - The King of Denmark/ Morton Feldman/ Max Neuhaus (percussion)
- Sculpture
  - The Maze/ Tony Smith
- Films
  - Rhythm 21 (1921)/ Hans Richter
  - Lightplay: Black-White-Grey (1932)/ Laszlo Moholy-Nagy (excerpt)
  - Site (1964)/ Robert Morris/ Stan VanDerBeek (excerpt)
  - Linoleum (1967)/ Robert Rauchenberg (excerpt)
- Interview—Merce Cunningham
- Documents
  - The Creative Act (1957)/ Marcel Duchamp/ read by the author
  - Some texts from A L'Infinif (1912-20)/ Marcel Duchamp/ read by the author
  - Four poems from Phantastische Gebete (1916)/ Richard Huelsenbeck/ read by the author
  - The Realistic Manifesto (1920)/ Naum Gabo/Noton Pevsner/ read by Gabo
  - The Russian Desert: A Note on Our State of Knowledge/ Douglas MacAgy
  - Space, Time and Dance (1952)/ Merce Cunningham/ read by the author
- Poetry
  - Conditionnement/ Michel Butor/ trans. Michael Benedikt
  - Poem, March 1966/ Dan Graham
- Data
  - Serial Project #1/ Sol Lewitt
  - Seven Translucent Tiers/ Mel Bochner
  - Structural Play #3/ Brian O'Doherty
  - Drawings for the Maze/ Tony Smith
  - Score for Fontana Mix-Feed/ John Cage/ Max Neuhaus
  - Score for The King of Denmark/ Morton Feldman

- Translation of Jealousy (recorded excerpt)/ Alain Robbe-Grillet/ trans. Richard Howard