

**From:** ARTnews Today [mailto:[editor=artnews.com@mail13.atl11.rsgsv.net](mailto:editor=artnews.com@mail13.atl11.rsgsv.net)] **On Behalf Of** ARTnews Today

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**Subject:** John Giorno All Over New York, a Record-Breaking Kandinsky at Sotheby's London, and more

## ARTNEWS WEDNESDAY

SINCE 1902



Good evening!

On the occasion of the opening today of “Ugo Rondinone: I ♥ John Giorno,” [an exhibition-as-artwork on view at multiple locations in Manhattan](#), how about a flashback to one of Giorno’s early projects?

In 1968 the poet and artist launched Dial-a-Poem. Fifteen phone lines were attached to answering machines that, when called, would play recordings of poems by the likes of Allan Ginsberg, Anne Waldman, and Ted Berrigan. As the story goes, Dial-a-Poem was wildly successful, getting more than a million calls over five months. Giorno lost funding for it after a kerfuffle with the New York Board of Education—kids were calling, and not all the poems on Dial-a-Poem were, shall we say, kid-friendly.

You can learn more by listening to [this 2009 spot about Al Filreis](#), a professor at the University of Pennsylvania and faculty director of Kelly Writers House on the university’s Philadelphia campus, who re-created Dial-a-Poem by adding a poem option to the menu on the Writers House voicemail.

The whole spot is enjoyable and informative, but if you’re pressed for time, go straight to minute 4:00 to hear a poem called “What the President Will Say and Do.” Trust me, it’s worth it. And you may find the poem has new relevance today.

—Sarah Douglas, *Editor-in-Chief*