



RULES FOR CREATIVE ENTREPRENEURSHIP



FRANCES ELIZABETH KENT
1918-1986







COM

the time is always out of joint....

If we are provided with a sign that declares, "Del Monte Tomatoes are juiciest" it is not designation to add:

Mary Mother is the juiciest tomato of them all.

Perhaps this is what is meant when the slang term puts it, "She's a peach," or "What a tomato!"

a cigarette commercial starts: "so round, so firm so jolly plucked, and we are strangely stoned, even ashamed as we are to be so taken in."

We are not taken in. We wearn for the jolly packed. The circle

that is so juicy and perfect that not an ounce more can be added. We long for the "grooming board," the table overburdened with good things, so much we can never taste, let alone eat, all there is.

We long for the heart that overflows for the all-accepting of the bonitous, of the real and not synthetic, for the armful of flowers that continues the breast, for the fingers that make a perfect blessing.

There is no ineligiousness in joy, even if joy is pump-primed at first. Someone must enter the circle first, especially since the circle appears mena-

cing. The fore must be let, a lovely task, then a dance. The spirit of flame teaches one person to dance and that person teaches others, and then everyone can be a flame. Every can communicate. But someone must be burned. Perhaps everyone who would participate entirely in the dance must have some part of himself burned, and only shrink back

They look for some formulaic action to relate to. There is too yawning a gap between oneself and the spirit, so we turn to our super-markets, allegories; a one-to-one relationship. You pass your money, you get your food!

you eat it, it's gone. But it's hardly dancing the

one's own ridiculousness, also you become symbol, with big eyes blood, we for joy. In the spirit flames the bright ballroom, increased, and the heart leaps up, look at it and someone we have been taken from the ordinary sides of parties and dancing, from unassisted to supernatural dance. We have proceeded from the outward to the

whole. The rest of all the world becomes for awhile, and in our most persons the pause that refreshes and possibly what was a pause becomes the life.

POWER
ER UP

Power Up
American Sign Language
Exhibition

Thank God for city signs—they have eyes.
Thank God for megacities—they have ads.
This sign language is intricately rich.

people
like us
yes

TOM
ATO

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WONDER

WONDER

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IF

DOWN TOWN
KAY

GET
WITH THE
ACTION

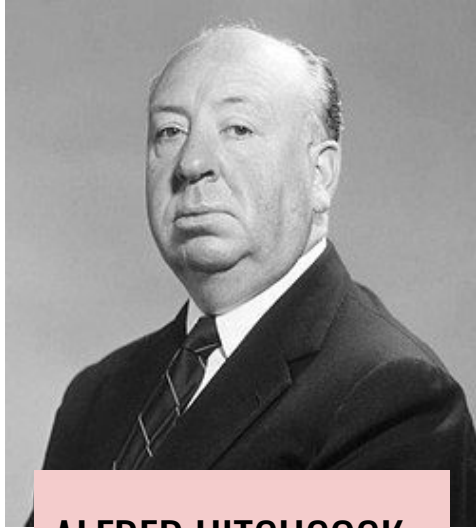
Tiger
HUMBLE
RESEARCH

WHO
CAME
OUT OF
THE
WATER

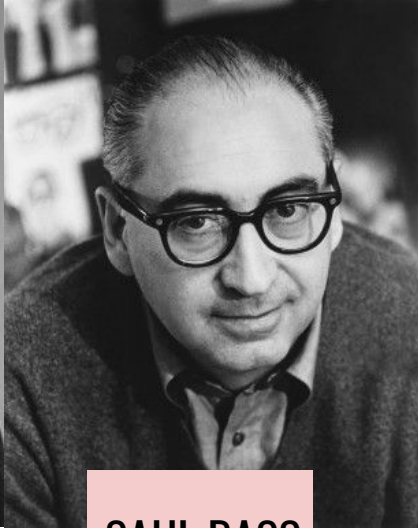
yes
People
like us.

oo na

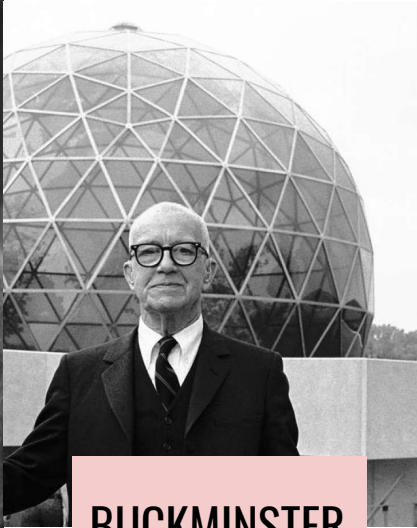




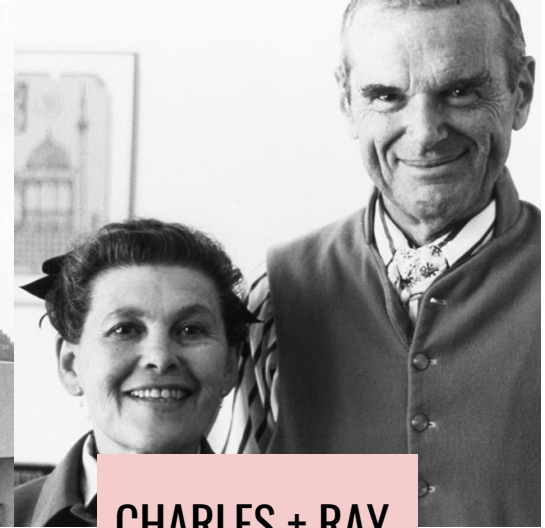
ALFRED HITCHCOCK



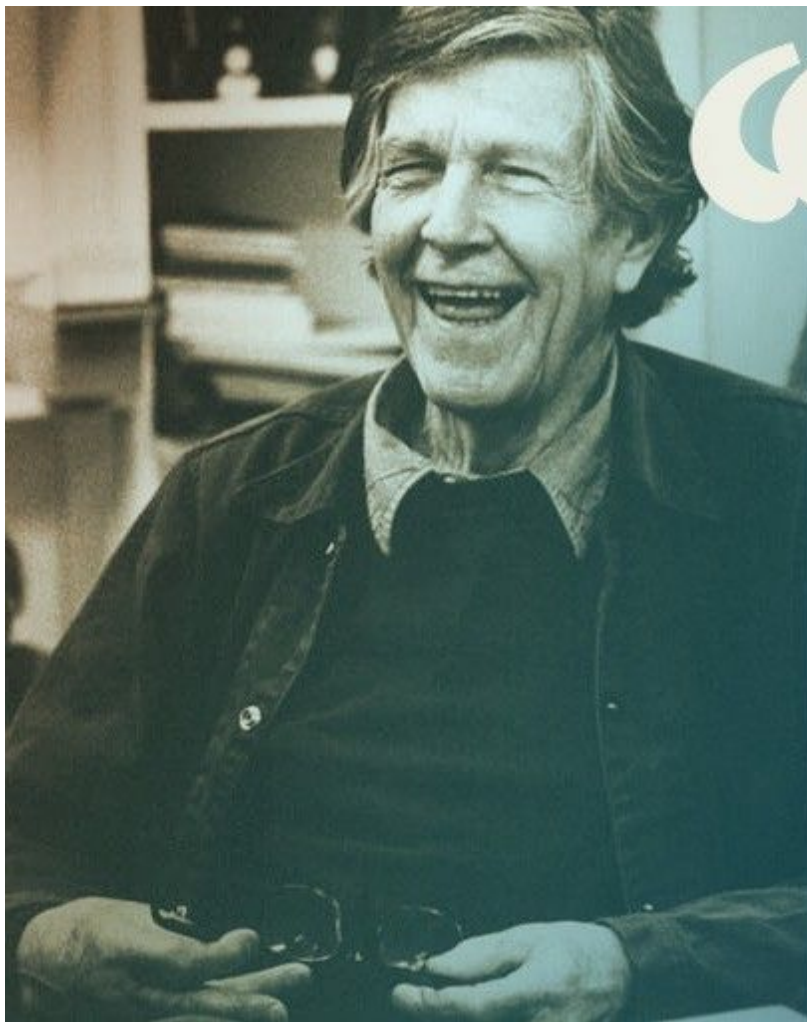
SAUL BASS



**BUCKMINSTER
FULLER**



**CHARLES + RAY
EAMES**



*I can't understand
why people are
frightened of new
ideas. I'm frightened
of the old ones.*

—John Cage

IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

- Rule 1 FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.
- Rule 2 GENERAL DUTIES OF A STUDENT: PULL EVERYTHING OUT OF YOUR TEACHER. PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.
- Rule 3 GENERAL DUTIES OF A TEACHER: PULL EVERYTHING OUT OF YOUR STUDENTS.
- Rule 4 CONSIDER EVERYTHING AN EXPERIMENT.
- Rule 5 BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM. TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY. TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.
- Rule 6 NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.
- Rule 7 **The only rule is work.**
IF YOU WORK IT WILL LEAD TO SOMETHING. IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.
- Rule 8 DON'T TRY TO CREATE AND ANALYZE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.
- Rule 9 BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.
- Rule 10 "WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY. OFTEN. SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER. THERE SHOULD BE NEW RULES NEXT WEEK.

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10 RULES FOR STUDENTS AND TEACHERS

FROM JOHN CAGE

- Rule 1: Find a place you trust, and then, try trusting it for awhile.
- Rule 2: (General Duties as a Student)
Pull everything out of your teacher.
Pull everything out of your fellow students.
- Rule 3: (General Duties as a Teacher)
Pull everything out of your students.
- Rule 4: Consider everything an experiment.
- Rule 5: Be Self Disciplined. This means finding someone wise or smart and choosing to follow them. To be disciplined is to follow in a good way. To be self disciplined is to follow in a better way.
- Rule 6: Follow the leader. Nothing is a mistake. There is no win and no fail. There is only make.
- Rule 7: The only rule is work. If you work it will lead to something. It is the people who do all the work all the time who eventually catch onto things. You can fool the fans--but not the players.
- Rule 8: Do not try to create and analyze at the same time. They are different processes.
- Rule 9: Be happy whenever you can manage it. Enjoy yourself. It is lighter than you think.
- Rule 10: We are breaking all the rules, even our own rules and how do we do that? By leaving plenty of room for "x" qualities.

Helpful Hints:

Always Be Around.
Come or go to everything.
Always go to classes.
Read everything you can get your hands on.
Look at movies carefully and often.
SAVE EVERYTHING. It may come in handy later.

THERE IS NO LINE
WHERE LIFE STOPS
AND ART BEGINS.

-sister corita

