



the mail art

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The Mail Art - Internet Link by Chuck Welch

The following text appeared in ETERNAL NETWORK: A MAIL ART ANTHOLOGY, published in 1995 by University of Calgary Press, a work edited by Chuck Welch. The essay is reprinted here with the permission of the author for the benefit of those scholars wishing to retrieve an accurate account of the merging of mail art and telematic art. Some of the pioneering projects and texts by Welch, notably Telenetlink, The Emailart Directory, The Electronic Museum of Mail Art (EMMA) and The Reflux Network Project, created by Brazilian artist Dr. Artur Matuck are central to the bridging of mail art and the internet from 1990-1995.



It is true that some postal artists are suspicious of art and technology. they view telecommunications as hasty, simulated, impersonal interaction lacking in privacy. These mail artists find the time-lag of postal delivery a desirable quality. Conversely, there are telecommunication artists who view mail artists as unskilled in aesthetic differentiation, hopelessly lost in a slow, antiquated, and expensive postal bureaucracy. Distances widen between these communication forms, especially by the stilted influences of normative art standards. Such attitudes obscure the notion that art communication is an inter-media concept.

