



Fountain, 1917

Apropos of “Readymades”

IN 1913 I HAD THE HAPPY IDEA TO FASTEN A BICYCLE WHEEL TO A KITCHEN STOOL AND WATCH IT TURN.

A FEW MONTHS LATER I BOUGHT A CHEAP REPRODUCTION OF A WINTER EVENING LANDSCAPE, WHICH I CALLED “PHARMACY” AFTER ADDING TWO SMALL DOTS, ONE RED AND ONE YELLOW, IN THE HORIZON.

IN NEW YORK IN 1915 I BOUGHT AT A HARDWARE STORE A SNOW SHOVEL ON WHICH I WROTE “IN ADVANCE OF THE BROKEN ARM.”

IT WAS AROUND THAT TIME THAT THE WORD “READYMADE” CAME TO MIND TO DESIGNATE THIS FORM OF MANIFESTATION.

A POINT WHICH I WANT VERY MUCH TO ESTABLISH IS THAT THE CHOICE OF THESE “READYMADES” WAS NEVER DICTATED BY ESTHETIC DELECTATION.

THIS CHOICE WAS BASED ON A REACTION OF VISUAL INDIFFERENCE WITH AT THE SAME TIME A TOTAL ABSENCE OF GOOD OR BAD TASTE . . . IN FACT A COMPLETE ANESTHESIA.

ONE IMPORTANT CHARACTERISTIC WAS THE SHORT SENTENCE WHICH I OCCASIONALLY INSCRIBED ON THE “READYMADE.”

THAT SENTENCE INSTEAD OF DESCRIBING THE OBJECT LIKE A TITLE WAS MEANT TO CARRY THE MIND OF THE SPECTATOR TOWARDS OTHER REGIONS MORE VERBAL.

Talk delivered by Duchamp at the Museum of Modern Art, New York, Oct. 19, 1961. Published in *Art and Artists* (London), 1, no. 4. (July 1966), p. 47. The original text is in the Simon Watson Taylor collection.

SOMETIMES I WOULD ADD A GRAPHIC DETAIL OF PRESENTATION WHICH IN ORDER TO SATISFY MY CRAVING FOR ALLITERATIONS, WOULD BE CALLED "READYMADE AIDED."

AT ANOTHER TIME WANTING TO EXPOSE THE BASIC ANTI-NOMY BETWEEN ART AND READYMADDES I IMAGINED A "RECIPROCAL READYMADE": USE A REMBRANDT AS AN IRONING BOARD!

I REALIZED VERY SOON THE DANGER OF REPEATING INDISCRIMINATELY THIS FORM OF EXPRESSION AND DECIDED TO LIMIT THE PRODUCTION OF "READYMADDES" TO A SMALL NUMBER YEARLY. I WAS AWARE AT THAT TIME, THAT FOR THE SPECTATOR EVEN MORE THAN FOR THE ARTIST, ART IS A HABIT FORMING DRUG AND I WANTED TO PROTECT MY "READYMADDES" AGAINST SUCH CONTAMINATION.

ANOTHER ASPECT OF THE "READYMADE" IS ITS LACK OF UNIQUENESS . . . THE REPLICA OF A "READYMADE" DELIVERING THE SAME MESSAGE; IN FACT NEARLY EVERY ONE OF THE "READYMADDES" EXISTING TODAY IS NOT AN ORIGINAL IN THE CONVENTIONAL SENSE.

A FINAL REMARK TO THIS EGOMANIAC'S DISCOURSE:

SINCE THE TUBES OF PAINT USED BY THE ARTIST ARE MANUFACTURED AND READY MADE PRODUCTS WE MUST CONCLUDE THAT ALL THE PAINTINGS IN THE WORLD ARE "READYMADDES AIDED" AND ALSO WORKS OF ASSEMBLAGE.

Marcel Duchamp 1961