

'Erica Baum,' *The New Yorker*, April 2011

# THE NEW YORKER

GOINGS ON ABOUT TOWN: ART

## ERICA BAUM

Baum's process is simple: open a book and fold down one of its pages so that words align at right angles, then scan and enlarge the resulting concrete poems. It's an ingenious "eureka" idea—so obvious that it's astonishing it hasn't been done before. The pictures are big, but it's worth craning one's neck to take in such lyrical phrases as "carried off with a metaphysical sky." The exhibition includes two photographs of partially wiped chalkboards from a series Baum made in the nineties, an early example of her knack for turning up found poetry in the mundane. Through May 8.

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