

A photograph of a person's torso wearing a white t-shirt. The t-shirt has the word 'Eponymous' printed in a large, black, serif font across the chest. Below it, in a smaller, black, serif font, is the text 'a t-shirt collection' followed by '2 0 0 5 - 2 0 0 6' on the next line. At the bottom, the name 'Chris Wildrick' is printed in the same black, serif font. The person is also wearing blue jeans and has their hands on their hips. A watch is visible on the left wrist and a ring on the right hand.

Eponymous

a t-shirt collection
2 0 0 5 - 2 0 0 6

Chris Wildrick

EPONYMOUS

Contents

- *Eponymous Shirts*

- *Eponymous Shirt Characteristics*

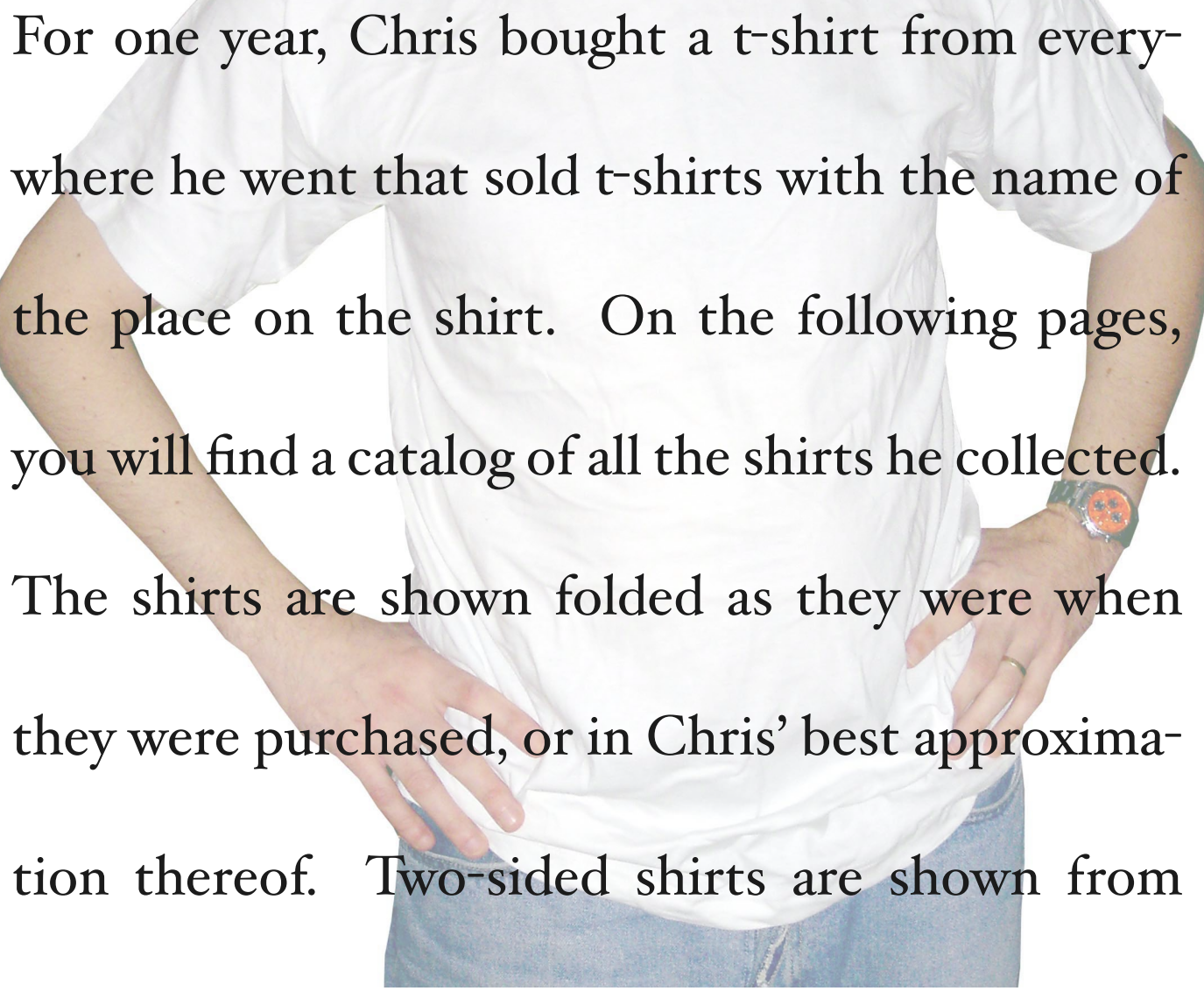
- *Eponymous Rules and Eponymous Statistics*



EPONYMOUS

Shirts

For one year, Chris bought a t-shirt from everywhere he went that sold t-shirts with the name of the place on the shirt. On the following pages, you will find a catalog of all the shirts he collected. The shirts are shown folded as they were when they were purchased, or in Chris' best approximation thereof. Two-sided shirts are shown from both sides.





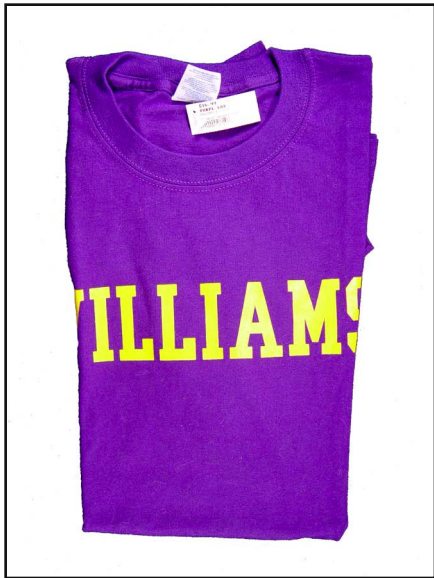
Shirt #1



Shirt #2



Shirt #3



Shirt #4



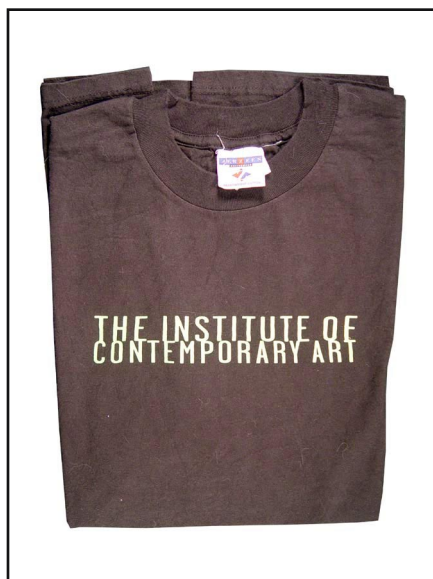
Shirt #5 (front)



Shirt #5 (Back)



Shirt #6



Shirt #7



Shirt #8



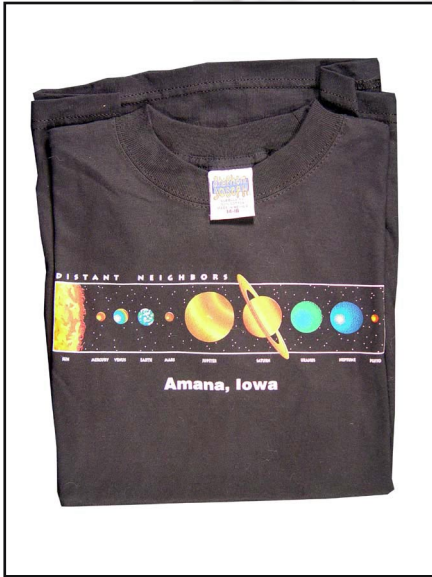
Shirt #9



Shirt #10



Shirt #11



Shirt #12



Shirt #13



Shirt #14 (front)



Shirt #14 (back)



Shirt #15 (front)



Shirt #15 (back)



Shirt #16



Shirt #17



Shirt #18



Shirt #19 (front)



Shirt #19 (back)



Shirt #20 (front)



Shirt #20 (back)



Shirt #21



Shirt #22



Shirt #23



Shirt #24



Shirt #25



Shirt #26



Shirt #27



Shirt #28



Shirt #29 (front)



Shirt #29 (back)



Shirt #30



Shirt #31



Shirt #32



Shirt #33 (front)



Shirt #33 (back)



Shirt #34



Shirt #35 (front)



Shirt #35 (back)



Shirt #36 (front)



Shirt #36 (back)



Shirt #37



Shirt #38



Shirt #39



Shirt #40



Shirt #41



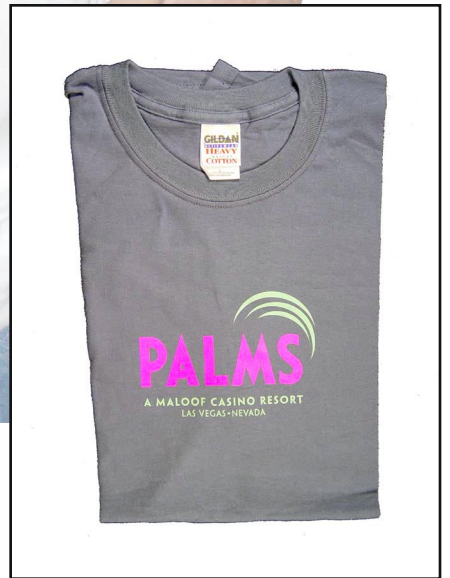
Shirt #42



Shirt #43



Shirt #44



Shirt #45



Shirt #46



Shirt #47



Shirt #48



Shirt #49 (front)



Shirt #49 (back)



Shirt #50



Shirt #51



Shirt #52 (front)



Shirt #52 (back)



Shirt #53



Shirt #54



Shirt #55



Shirt #56



Shirt #57



Shirt #58



Shirt #59



Shirt #60



Shirt #61



Shirt #62



Shirt #63



Shirt #64 (front)



Shirt #64 (back)



Shirt #64 (free object)



Shirt #65



Shirt #66



Shirt #67



Shirt #68



Shirt #69



Shirt #70 (front)



Shirt #70 (back)



Shirt #71



Shirt #72 (front)



Shirt #72 (back)



Shirt #73



Shirt #73 (free object)



Shirt #74 (front)



Shirt #74 (back)



Shirt #75



Shirt #76



Shirt #77



Shirt #78



Shirt #79



Eponymous

Shirt Characteristics

The following is a list of all the information Chris collected regarding the shirts, including their texts and graphics, their time and place of purchase, their price, their size, and any other notable characteristics.

No.	Date of Purchase	Place of Purchase	Shirt's Text and Graphics	Color of Shirt, Text, and Graphics
	Size	Price	Other Information	
1.	Wed., June 8	St. Louis, Missouri	"St. Louis/MISSOURI" with graphic of state seal	red with black, white, and grey text and graphics
	L	\$9.99	bought on return trip	
2.	Fri., June 10	Boston, Massachusetts, United States	"BOSTON/BEANTOWN/MASSACHUSETTS/UNITED STATES" with graphic of generic seal	red with black, white, and red text and graphics
	L	\$10.95	bought on return trip	
3.	Fri., June 10	Williams College Museum of Art	"WILLIAMS COLLEGE MUSEUM OF ART" with bracket graphic	lavender with black text and pink graphic
	L	\$20.00		
4.	Fri., June 10	Williams College	"WILLIAMS"	purple with yellow text
	L	\$16.99		
5.	Sat., June 11	MASS MoCA, North Adams	"MASS MoCA" with "M" graphic on front, "NORTH ADAMS/MASSACHUSETTS" on back	black with white text and white, blue, and tan graphic
	L	\$20.00	long sleeves	
6.	Sun., June 12	Boston, Massachusetts, United States	"boston/USA/massachusetts" with line graphic	orange with black, red, and white text and graphic
	M	\$9.95		
7.	Sun., June 12	Institute of Contemporary Art	"THE INSTITUTE OF CONTEMPORARY ART"	black with green text
	L	\$22.95		
8.	Sun., June 12	St. Louis, Missouri, United States	"MISSOURI/USA/SAINT LOUIS" with oval graphic	orange with black text and graphic
	L	\$14.99		
9.	Fri., June 17	Millstream Brewery Company, Amana, Iowa	"IOWA'S OLDEST MICROBREWERY/MILLSTREAM/Brewing Company" with line graphics and image of mill on front, and "AMANA, IOWA" on left sleeve	pumpkin with black text and graphics
	M	\$15.00	long sleeves, name of company on receipt ("Millstream Brewery Company") is different from name on shirt (Millstream Brewing Company)	
10.	Fri., June 17	Amana Woolen Mill, Amana, Amana Colonies, Iowa	"AMANA/Amana Woolens/ COLONIES/AMANA, IOWA" with image of sheep inside outline of state of Iowa	orange with white text and graphics
	L	\$9.95	name of store ("Amana Woolen Mill") is different from name on shirt ("Amana Woolens")	

11.	Fri., June 17	Iowa	“IOWA” with detailed highway map of state and extensive image of a farm	white with blue, red, and black text and graphics
	L	\$9.95		
12.	Fri., June 17	Amana, Iowa, Earth	“DISTANT NEIGHBORS/SUN MOON VENUS EARTH MARS JUPITER SATURN URANUS NEPTUNE PLUTO/ Amana, Iowa” with rectangle graphic and image of solar system	black with white text and fill color graphics
	“14-16”	\$12.95		
13.	Sat., July 16	Poopsie’s, Galena	“POOPSIE’S/Galena”	tan with red and white text
	L	\$17.95		
14.	Wed., Aug. 3	710 Bookstore	image of 8 people carrying bags that each say “710/BOOKSTORE”	white with black image and yellow logo
	L	\$9.99		
15.	Wed., Aug. 3	Carbondale	“What happens in/CARBONDALE” with graphic of similar Las Vegas sign on front, “Stays in/CARBONDALE” with partial use of sign graphic on back	maroon with white and black text and graphics
	L	\$10.99		
16.	Sat., Nov. 7	Carbondale Public Library	“There’s/No/Such/Thing/As Too Many Books/The Friends of the/Carbondale Public Library” with image of stack of books	blue with green, white, and grey text and graphics
	L	\$10.00		
17.	Tues., Nov. 22	St. Louis	“St. Louis/GATEWAY DENIM CO.” with oval graphic	brown with charcoal trim and cream, red, and black text and graphics
	XL	\$19.99	bought on return trip	
18.	Tues., Nov. 22	Philadelphia, Pennsylvania, United States	“PHILADELPHIA/CITY OF BROTHERLY LOVE/PENNSYLVANIA/UNITED STATES” with graphic of generic seal	white with blue trim and blue, cream, and red text and graphics
	L	\$14.00	says \$14.95 on shirt but was on sale, bought on return trip	
19.	Fri., Nov. 25	Which Brew Pub, Easton, Pennsylvania	“WHICH BREW/EASTON, PA” with rectangle and moon graphic on front, with same on back but larger	black with yellow and purple text and graphic
	L	\$15.00	no receipt, longsleeves	
20.	Fri., Nov. 25	Porter’s Pub, Easton, Pennsylvania	“PORTER’S PUB/EASTON, PA/Est. 1990” with oval and ribbon graphics and image of statue on front, “GET MUGGED/Porter’s Pub & Restaurant/ 7th & Northampton Streets/Easton PA” with image of mugs and drinking horn on back	rose with black text and graphics
	L	\$15.00	no receipt	

No.	Date of Purchase	Place of Purchase	Shirt's Text and Graphics	Color of Shirt, Text, and Graphics
	Size	Price	Other Information	
21.	Sat., Nov. 26	Philadelphia, Pennsylvania	"philadelphia/PENNSYLVANIA" with images of Robert Indiana LOVE statue, Liberty Bell, and Independence Hall and star graphics	dark blue with light blue and cream text and graphics
	XL	\$14.00	says \$14.95 on shirt but was on sale	
22.	Sat., Nov. 26	St. Louis, Missouri	"St. Louis/MISSOURI" with graphic of state seal	yellow with black, white, and grey text and graphics
	L	\$9.99		
23.	Wed., Dec. 21	St. Louis, Missouri	"ST. LOUIS/GATEWAY TO THE WEST/MISSOURI" with silhouette of city graphic	green with blue, white, and dark green text and graphics
	L	\$9.99	bought on later trip on Sat., Feb. 25	
24.	Fri., Dec. 23	Walker Art Center	"Closed Mondays" on front, "Walker Art Center" on back	black with white text
	XL	\$18.95	comes in clear plastic box	
25.	Tues., Dec. 27	Weisman Art Museum, University of Minnesota	"WESIMAN ART MUSEUM/UNIVERSITY OF MINNESOTA," with Frank Gehry drawing of museum	grey with black text and graphic
	L	\$18.00		
26.	Tues., Dec. 27	University of Minnesota	"MINNESOTA--ESTABLISHED--/1851/GOLDEN GOPHERS" with "M" logo and line graphic	maroon with yellow text and graphics
	L	\$9.99	although it says "Minnesota," not "University of Minnesota," it can be definitively determined that it refers to the school, not the state, by the date of establishment	
27.	Tues., Dec. 27	Mall of America (airport branch), Minnesota, United States	"mall of america/minnesota • usa" with star and line graphics	dark blue with red, white, and gold text and graphics
	L	\$19.95	this is an official branch of the Mall of America in the Twin Cities Airport	
28.	Tues., Dec. 27	Minneapolis, Minnesota	"MINNEAPOLIS/MINNESOTA" with dot graphics	pink with black text and graphics
	L	\$19.99		
29.	Tues., Jan. 3	710 Bookstore	image of 8 people carrying bags that each say "710/BOOKSTORE"	white with black image and yellow logo
	L	\$9.99		
30.	Tues., Jan. 10	St. Louis Science Center	"Saint Louis/sciencenter" with very abstract image of building	light blue with black text and graphics
	L	\$16.99	the name on the receipt (St. Louis Science Center") is different from the name on the shirt ("St. Louis Sciencenter")	

31.	Tues., Jan. 10	Saint Louis Zoological Park, Missouri	“SAINT LOUIS ZOO/EDUCATION, CONSERVATION, RECREATION/ ESTABLISHED 1913/MISSOURI” with generic seal graphic	white with black text and graphics
	L	\$10.00	the name on the receipt (“Saint Louis Zoological Park”) is different from the name on the shirt (“St. Louis Zoo”)	
32.	Wed., Feb. 22	St. Louis, Missouri	“ST. LOUIS/GATEWAY TO THE WEST/ MISSOURI” with silhouette of city graphic	dark blue with blue, grey, and white text and graphics
	L	\$9.99		
33.	Fri., Feb. 24	The Pour House, Boston, Massachusetts	“LOCAL/THE/Pour House/BAR & GRILL/ CELEBRITY” with generic seal graphic on front, “eaT, DRINK, & TIP WeLL/BOSTON, MA/THE/Pour House/BAR & GRILL” with the same generic seal graphic plus image of drinking dog on dog house on back	black with red text and graphic on front and full color on back
	XL	\$12.00		
34.	Fri., Feb. 24	MIT	“MIT”	brown with black and white text
	L	\$16.98		
35.	Fri., Feb. 24	David Hockney Portraits exhibition, Museum of Fine Arts, Boston	“david hockney/portraits/friends family lovers life” with bar graphic on front, “museum of fine arts,/boston/february 26-may 14, 2006” with bar graphic on back	black with black, white, and light blue text and graphics
	L	\$19.95		
36.	Fri., Feb. 24	Summer Shack, Boston, Massachusetts	“SUMMER/SHACK/OPEN YEAR-ROUND!” with circle graphic on front, “SUMMER SHACK/BOSTON, MA CAMBRIDGE, MA, MOHEGAN SUN” with image of lobster on back	dark red with light blue, red, and yellow text and graphics on front and yellow text and graphic on back
	L	\$10.00	no receipt, folded so as to show back of shirt	
37.	Sat., Feb. 25	Boston	“this is my/boston shirt”	grey with dark blue and green text
	L	\$18.95		
38.	Sat., Feb. 25	Cleveland	“Cleveland” with tropical-like spiral graphics	orange with purple text and yellow graphics
	L	\$9.99		
39.	Sat., Feb. 25	St. Louis, Missouri	“ST. LOUIS/GATEWAY TO THE WEST/ MISSOURI,” with silhouette of city graphic	pink with black, white, and maroon text and graphics
	L	\$9.99		
40.	Sat., Mar. 11	St. Louis, Missouri	“EST. 1956/ST. LOUIS/MISSOURI/SUPPLY CO” with spiral graphics	lime green with white trim and white, dark green, and sparkly text and graphics
	L	\$14.99	ladies’ shirt	

No.	Date of Purchase	Place of Purchase	Shirt's Text and Graphics	Color of Shirt, Text, and Graphics
	Size	Price	Other Information	
41.	Sun., Mar. 12	Shark Reef, Mandalay Bay Casino	"I VISITED SHARK REEF/Shark Reef/AT MANDALAY BAY" with image of shark	white with red text and graphic
	L	\$18.00		
42.	Sun., Mar. 12	Excalibur Casino, Las Vegas	"EXCALIBUR/Official Brotherhood of/Honorable Knights/By the Order of the/Great King Arthur/LAS VEGAS" with shield image	red with blue, red, and yellow text and graphics
	L	\$17.95		
43.	Sun., Mar. 12	Wynn Casino, Las Vegas	"Wynn/LAS VEGAS"	black with white embroidered text
	L	\$28.00	officially sold by "The Drug Store" within the Wynn Casino	
44.	Tues., Mar. 14	Liberace Museum	"Liberace/Liberace Museum" with drawing of piano and candelabra and graphic of keyboard?	black with red and white text and graphics?
	L	\$17.00	comes plastic-wrapped in shape of piano	
45.	Tues., Mar. 14	Palms Casino, Las Vegas, Nevada	"PALMS/A MALOOF CASINO RESORT/LAS VEGAS • NEVADA" with curved graphics	blue-grey with purple and green text and graphics
	L	\$19.95		
46.	Tues., Mar. 14	Gold Coast Casino, Las Vegas	"GOLD COAST/GC/LAS VEGAS/ ESTABLISHED 1987/A QUALITY GAMING CASINO" with star graphics	brown with dark and light blue, red, and white text and graphics
	L	\$15.95		
47.	Tues., Mar. 14	Paris Casino, Las Vegas	"Paris/LAS VEGAS" with Eiffel Tower image	white with blue and red text and graphics
	L	\$18.00	officially sold by "Le Journal" within the Paris Casino	
48.	Tues., Mar. 14	Paris Casino, Las Vegas	"Paris/LAS VEGAS" with Eiffel Tower image	red with flocked dark red text and graphics
	L	\$20.00	officially sold by "Le Journal" within the Paris Casino	
49.	Tues., Mar. 14	Hooters Casino	"HOOTERS/Casino Hotel/LAS VEGAS" with owl image on front, "DELIGHTFULLY/TACKY, YET UNREFINED" on back	black with white and orange text and image on front and orange text on back
	L	\$20.00		
50.	Wed., Mar. 15	New York-New York Casino, Las Vegas	"NEW YORK/Ny/NEW YORK/Las Vegas"	olive green with white and black text
	L	\$22.00	officially sold by "I Love NYNY" store within the New York-New York Casino	

51.	Wed., Mar. 15	Lion Habitat, MGM Grand Casino	“HERE HUMAN, HUMAN, HUMAN./ THE LION HABITAT/AT MGM GRAND” with photo of lion and bar graphics	black with white text and full color graphics
	L	\$18.00		
52.	Wed., Mar. 15	Caesars Palace Casino, Las Vegas	“CAESARS/PALACE/LAS VEGAS” with image of ancient Roman building on front, “EMPIRE BUILDERS/CAESARS/ PALACE/LAS VEGAS” with complex architectural layout on back	grey with black text and graphics on front, black text and dark and light blue graphics on back
	L	\$24.00		
53.	Wed., Mar. 15	Bellagio Casino	“B/Bellagio”	red with red and gold em- broidered text
	S	\$22.00	label information is printed on inside of neck instead of being on a tag, officially sold by “Essentials” within the Bellagio Casino	
54.	Wed., Mar. 15	Flamingo Casino, Las Vegas	“HOTEL/Flamingo/LAS VEGAS” with photo of original hotel and line graphics	white with black, grey, and pink text and graphics
	L	\$18.00	officially sold by the “Promenade Gift Shop” within the Flamingo Casino	
55.	Wed., Mar. 15	Rainforest Cafe, MGM Grand, Las Vegas	“Rainforest Cafe/CHA/CHA/MGM GRAND/LAS VEGAS” with image of frog on motorcycle with winged-circle graphic	black with red, yellow, grey, and white text and image
	L	\$14.99	has “M” sticker but is actually large	
56.	Thurs., Mar. 16	Tropicana Casino	“TROPICANA/LAS VEGAS”	grey with dark blue and white embroidered text
	L	\$10.00		
57.	Thurs., Mar. 16	Nevada	“NEVADA/THE SILVER STATE” with image of desert and graphic of scroll and map of state of Nevada	pale blue with blue, yellow, and sparkly silver text and full color graphics
	XXL	\$12.00		
58.	Thurs., Mar. 16	Las Vegas, Nevada	“Entertainment Capital/WELCOME/ TO Fabulous/LAS VEGAS/NEVADA/ SHOWS GAMING RELAXATION” with graphic of similar famous sign	white with yellow, red, blue, and black text and graphics
	L	\$10.00		
59.	Thurs., Mar. 16	St. Louis, Missouri	“ST. LOUIS/GATEWAY TO THE WEST Style–MISSOURI–” with shield and line graphics	dark blue with black, white, and orange text and graph- ics
	L	\$16.99		
60.	Sat., Apr. 15	Rend Lake, south- ern Illinois	“Twist for Fun/“Original”/Rend Lake/ Southern Illinois/Genuine Fun” with bottle cap image	white with red, yellow, white, and dark blue text and graphics
	L	\$12.95		

No.	Date of Purchase	Place of Purchase	Shirt's Text and Graphics	Color of Shirt, Text, and Graphics
	Size	Price	Other Information	
61.	Fri., May 12	St. Louis	"ST. LOUIS/ORIGINAL/Brand/QUALITY GOODS" with sewn-on tag on front	dark blue with red, white, and grey text and white tag
	L	\$9.99		
62.	Fri., May 12	Cincinnati, Ohio	"Cincinnati/OHIO/06" with swooshy graphic	light blue with black text and graphic
	XL	\$9.99	actually purchased in Hebron, Kentucky in the Cincinnati/N. Kentucky Airport	
63.	Fri., May 12	United States	"USA" with oval graphic	white with red trim, sleeves, text and graphic
	L	\$9.50	elbow-length sleeves	
64.	Sat., May 13	Johnny's Club	"JOHNNY'S/CLUB" on back	blue with white text
	M	\$10.00	no receipt, front pocket, came with baggie of Christmas lights in pocket	
65.	Sun., May 14	Cincinnati	"24/CINCINNATI/C" with circle graphic	olive green with red trim and cream and red text and graphic
	L	\$21.95	actually purchased in Hebron, Kentucky in the Cincinnati/N. Kentucky Airport	
66.	Sun., May 14	Ohio	"Ohio"	light blue with dark blue and white text
	L	\$19.95	actually purchased in Hebron, Kentucky in the Cincinnati/N. Kentucky Airport, although I had been in Ohio	
67.	Sun., May 14	St. Louis	"ST. LOUIS ST/RESORT WARE" with bar graphic and American flag	pale blue with dark blue text and graphics and red, white, and blue flag
	L	\$9.99		
68.	Thurs., May 18	St. Louis, Missouri, United States	"ST. LOUIS/UNITED STATES/STL/OF AMERICA/MISSOURI" with generic seal graphic	red with blue and white text and graphics
	L	\$14.99		
69.	Thurs., May 18	Dallas	"DALLAS"	grey with black trim and black cut-out and sewn-in text
	L	\$9.99	I don't know if the Dallas/Fort Worth Airport is in Dallas or Fort Worth	
70.	Fri., May 19	The Alamo	"THE ALAMO" with image of the Alamo on front, "YOU MAY ALL GO TO HELL/AND I WILL GO TO TEXAS'/ DAVID CROCKETT" on back	very dark blue with white text and graphic
	L	\$15.60		

71.	Fri., May 19	Republic of Texas	“Republic of Texas/ESTABLISHED/ 1836” with flag, circle, and star graphics	black with cream, tan, blue, and red text and graphics
	L	\$13.50	while Texas is currently a state, not a republic, I felt transported back to its Republic days while in the Alamo	
72.	Sat., May 20	Blue Star Brewing Company	“Blue Star/finest quality/est. 1996/ BREWING COMPANY/RESTAURANT & BAR” with oval and star graphics and image of wheat on front, same on back but larger	pink with white text and graphics
	M	\$12.00		
73.	Sat., May 20	Texas Highway Patrol Museum	“TEXAS/HIGHWAY/PATROL/ ASSOCIATION” with graphic of circle and silhouette of state of Texas	white with red, white, and blue text and graphics
	L	\$15.00	came with a keychain, the shirt lists the Association’s name, not the Museum, but the keychain carries the Museum’s name	
74.	Sat., May 20	Artpace, San Antonio	“SOY UN BORING LOVER” on front, “artpace/san antonio” on back, and “Cruz Ortiz” on left sleeve	black with red text
	L	\$20.00		
75.	Sat., May 20	San Antonio, Texas	“SAN ANTONIO/lone star/TEXAS” with image of cowboy on horse and graphic of star in circle	white with brown text and graphics
	XL	\$9.99		
76.	Sat., May 20	Texas	“TEXAS/HELLYEAH!” with image of map of state of Texas	tan with orange and black text and graphics
	L	\$15.98	price has been extrapolated backward from non-itemized receipt and may actually be \$15.99	
77.	Wed., May 31	southern Illinois	“SOUTHERN ILLINOIS” grey with dark grey trim and dark blue and white text	
	L	\$20.00	although this probably refers to the university, not the geographic area, due to where it was purchased (the SIUC University Bookstore), there is no reason to think so based on looking at the shirt itself	
78.	Wed., May 31	Southern Illinois University Carbondale	“SIU/SOUTHERN ILLINOIS UNIVERSITY” with line graphics	medium grey with maroon, black, and white text and graphics
	L	\$16.00	there were no men’s shirts that included “Carbondale” within the school’s name at the University Bookstore	
79.	Wed., May 31	School of Art and Design, SIUC	“School of Art & Design/Southern Illinois University @ Carbondale” with image of Erin Palmer drawing of dead fish in jar	light grey with black and grey text and image
	L	\$10.00	no receipt, SIUC should be written as “Southern Illinois University Carbondale”--without the “at”	

Eponymous Rules

**Number
of shirts:**

79

The main rule for this project was that whenever I was in some place that sold t-shirts with the name of that place on the t-shirts, I had to buy one. I did this from June 1, 2005 through May 31, 2006.

It ended up being the case that, in order to follow this one rule, I had to create several other rules in order to follow it with any consistency. Usually, with this kind of project, I tend to follow the rules very strictly, even pedantically, and the work often becomes about the way the rules forced me to change my pattern of behavior in order to live within the strictures of the artwork. In this case, however, I ended up changing the rules quite a bit as I went along, letting them evolve according to the circumstances and my own preferences. In essence, whereas in previous works I was a true-blue believer in Lewitt's dictum that the artist becomes a machine that makes the art, I slowly came to see this piece being more along the lines of, the artist is part of an evolving network that makes the art. The reason I bring this up is that in a project like this, the rules create the collection, or to be more specific, the shape of the rules creates the shape of the collection, and therefore, the rules' formation speaks directly to the identity or character of the work--its phenomenology, so to speak.

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Eponymous Statistics

The following pages thus describes the formation of the rest of the rules that eventually governed the process. Note that no matter how the rules changed, once a shirt was in the collection, it stayed there, even if a later adjustment to the rules would have prohibited its accession.

**Average number of
shirts per week: 1.5**

WHERE

The first thing that really needed to be worked out was the question of where I could and would go that would sell these eponymous shirts. It was clear from the beginning that I didn't want to go places just to buy their shirts. However, there were certain ambiguities. If I saw a shirt in a shop window, even if I was outside, should I go in and buy it? What if I was right next to a store, and knew they sold shirts, but couldn't see them? I felt like neither of these options really fit the project, but there was another variable. I realized that besides discrete places like stores, many other, more ambiguously-delineated places, like cities or colleges, sold shirts. Where exactly is a college--the buildings, the campus? What about if random buildings are situated by themselves in the middle of town? If I am in a city, and I have a pretty good idea that somewhere in that city I could find a place to buy a shirt, is it viable for me to go into a nearby store and get one? In other words, I wouldn't normally go into a store just to buy a shirt. However, if I was already in the city, then the place was the city, not the store that sold the shirt, and thus it might make sense that I go into the store to get the shirt, since I was already "there," in the sense of being in the city. I did this a couple times, early on, but later felt that it didn't altogether fit with the character of the piece. This was a realization that could only come through the carrying-out of the project, not something that was, or would be, obvious ahead of time. Only by doing it, and realizing I felt bad about doing it, did I come to actualize and reify the project's internally-suggested ethics. This was the pattern with the rest of the rules as well--I did the piece a certain way until it was clear that I felt wrong doing it that way. These rules were not born of rationality, but of a practice that sought harmony with the practice of the rest of my life.

PRICES

\$5-9.99: 18

\$10.00-14.99: 21

\$15.00-19.99: 28

\$20.00-24.99: 11

\$25.00-30.00: 1

Total price:

\$1187.47

Average price:

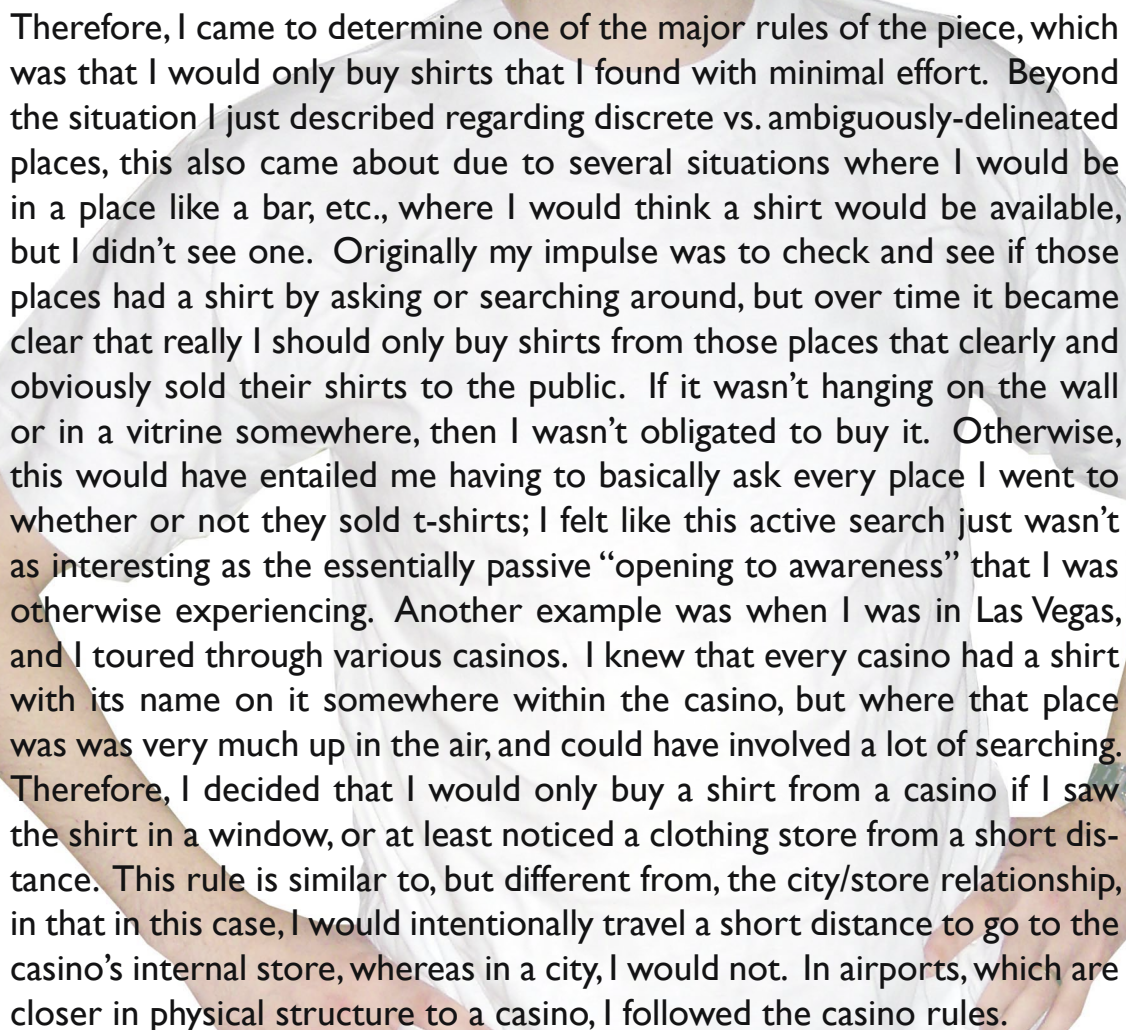
\$15.03

HIGHEST PRICES

\$28.00 (Wynn Casino),

\$24.00 (Caesars Palace),

\$22.95 (Institute of Contemporary Art)



Therefore, I came to determine one of the major rules of the piece, which was that I would only buy shirts that I found with minimal effort. Beyond the situation I just described regarding discrete vs. ambiguously-delineated places, this also came about due to several situations where I would be in a place like a bar, etc., where I would think a shirt would be available, but I didn't see one. Originally my impulse was to check and see if those places had a shirt by asking or searching around, but over time it became clear that really I should only buy shirts from those places that clearly and obviously sold their shirts to the public. If it wasn't hanging on the wall or in a vitrine somewhere, then I wasn't obligated to buy it. Otherwise, this would have entailed me having to basically ask every place I went to whether or not they sold t-shirts; I felt like this active search just wasn't as interesting as the essentially passive "opening to awareness" that I was otherwise experiencing. Another example was when I was in Las Vegas, and I toured through various casinos. I knew that every casino had a shirt with its name on it somewhere within the casino, but where that place was was very much up in the air, and could have involved a lot of searching. Therefore, I decided that I would only buy a shirt from a casino if I saw the shirt in a window, or at least noticed a clothing store from a short distance. This rule is similar to, but different from, the city/store relationship, in that in this case, I would intentionally travel a short distance to go to the casino's internal store, whereas in a city, I would not. In airports, which are closer in physical structure to a casino, I followed the casino rules.

Number of \$9.99 shirts: 14
Number of \$10.00 shirts: 7

LOWEST PRICES

\$9.50 (USA), plus 3 tied at \$9.95 (Boston [shirt # 6], Amana Woolen Mill, and Iowa)

S H I R T

C O L O R

Reds: 13

Oranges: 5

Yellows: 1

Greens: 4

Blues: 14

Purples: 2

Greys: 8

Browns: 5

Blacks: 14

Whites: 13

One of the last “place” questions dealt directly with the definition of a “place.” In other words, when I went to my college reunion, was that reunion a place? I felt that it was, although I don’t have any shirts from it in this collection, for reasons I will explain below. Thus, I essentially redefined “place” as “situation,” turning the main rule into, “I would buy a shirt from any situation I was in that sold t-shirts with the name of that situation on it.” There were two major situations that I had to deal with in terms of this kind of abstract space. The first was SIUC, the university where I work. Should I buy a SIUC shirt every day I went to school? For reasons similar to the airport/casino/city rules, I felt that I did not, since I did not go to a specific place within the school that sold the shirts. However, it happens that there is a place called the 710 Bookstore, a store that sells SIUC shirts and is regarded by many as a regular outlet for those shirts. However, it is not officially part of the university, or on campus. So, when I went in there, should I buy a shirt? I determined that I should not, that I should only buy SIUC shirts if I was in the university’s official bookstore/retail outlet. Since I never used that store, I never bought any shirts, until, very ironically, I had to go in there (for other reasons) on the last day of the project, and thus coincidentally bought one on my last possible day to do so. Seemingly similar was the question of the School of Art and Design, the part of the university where I work. The main office for the department did have a vitrine with departmental t-shirts openly advertised, so from one point of view, I should buy a shirt every day I went into the office, which was pretty much every day. However, I felt that the School of Art and Design (and, really, SIUC) was a place/situation that I was always in, in the sense that I was never not at my job, never not a part of the school. It was sort of a parallel to Milton’s Satan saying that “where I am, there is hell.” In my case, where I am, there is the School of Art and Design. It would be, again, similar to being in a city for a week and only buying a shirt on the last day--I didn’t have to buy a city’s shirt every time I saw one, I just had to buy one per visit to that city. In the same way, I only bought one t-shirt for the time I was in the School of Art and Design. I know this sounds like a rationalization, but it’s really the way I felt. It felt like I would be abusing the project, sort of over-sensationalizing it, if I kept getting the SoAD shirts. One final kind of abstract “place” is the internet. This was a tantalizing possibility, and I thought it would be interesting to have shirts that mapped my internet travels as well as my physical travels, but in the end I felt that that would best be left for a separate project, and that it would perhaps muddy the waters of the project’s identity too much.

WHEN

Another question had to do with when I would buy the shirt. Let's say, as was often the case, I was flying from St. Louis to some other city, then returning home through St. Louis again. This meant that, since I was in St. Louis two discrete times, I should buy two St. Louis shirts. After doing this once or twice, I realized I could save some time by buying these shirts two at a time, and I started getting them both on the return trip. Also, if the airport stores were closed when I came home, I would just get more the next time I was there. However, this practice started feeling arbitrary and more like accounting than the natural path of the project. From that point on, therefore, I determined that I would only buy shirts if they were available at the moment I was there. In other words, if I was in an airport, and I knew that it had shops that sold shirts, but those shops were all sold, I was not compelled to buy a shirt for that trip, because there were no available shirts at that time. If I was in a bar with a sample shirt that they wouldn't sell, I didn't have to go back the next day when they had more in stock. I still occasionally bought shirts on return trips, such as with the Paris Casino, in which case I knew I was going to have to go in and out of it twice within an hour.

Also related to the idea of timing was the question of when I should buy a shirt if I knew I was going to be in a place continuously for an extended time, like in a city, where I would likely have several opportunities to buy a shirt. In this situation, I tended to buy shirts on the last day, but not necessarily; if I saw a shirt that I really liked I might buy it ahead of time.

SIZES

S: 1

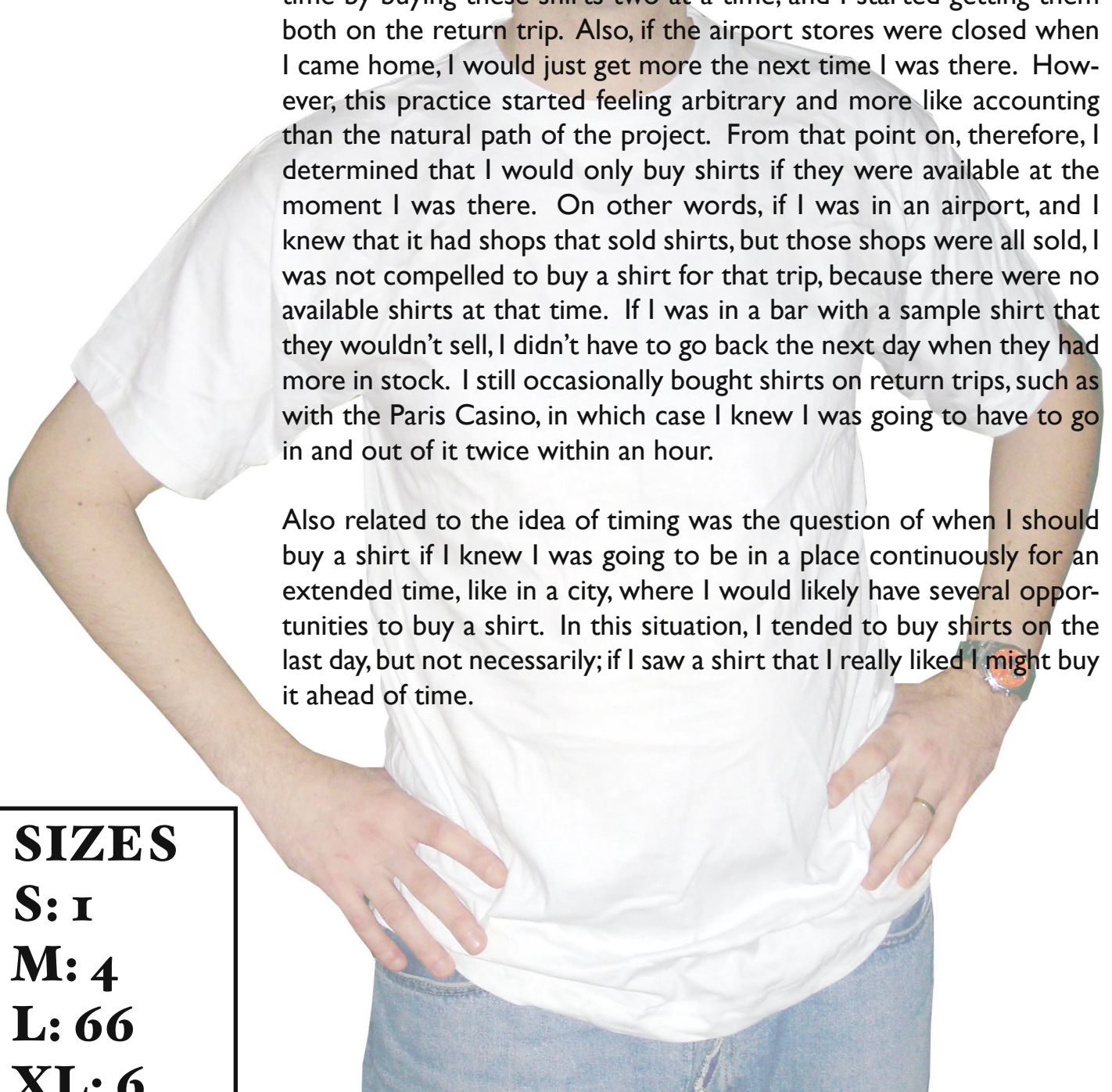
M: 4

L: 66

XL: 6

XXL: 1

Other: 1



NAMES

Another question deal with shirts that had the name of more than one place on them. For instance, if I bought a shirt with the names of the city and state that I was in, and then saw a shirt with just the name of the state on it, should I still buy the state's shirt? In one sense, no, because I hadn't left the state, and I would only buy one shirt per location, unless I left that location and returned, so the shirt with both the city and state's names should take care of it. However, I generally felt that most of these multiple-name shirts really had primary, secondary, and sometimes tertiary levels of names, and that therefore an "Amana, Iowa" shirt had "Amana" as its primary naming level and "Iowa" as its secondary naming level, and so if I found a shirt that only said "Iowa," then that shirt was using "Iowa" at the primary level, and thus should be purchased, since it superseded the previous shirt's level of naming. In other words, every place deserved to be named at the primary level if possible.

CONSUMPTION

Getting back to the reunion, it was interesting for another reason as well, which was that the reunion shirts were free. I felt that free shirts shouldn't count for the project; it was more like I was encumbered with them, rather than that I had the opportunity to buy them (and thus the opportunity to pay to advertise for the place). It thus seemed that the "minimal effort" I didn't want to exceed in one direction, by working too hard and becoming too active, was also a limiting parameter in the other direction as well, and that there was such a thing as too small an amount of work--I had to make some effort, just not too much.

REFERENTS

Referencing a place in Nevada:
18 (1 trip)

Referencing a place in St. Louis:
14 (12 from the city of St. Louis, plus the Zoo and Science Center) (8 trips, so 1.75 shirts/trip)

Referencing a place in Massachusetts:
11 (2 trips, so 5.5 shirts/trip)

Referencing a place in Illinois:
9 (Galena 1, southern Illinois [Carbondale, SIUC, Rend Lake] 8) (2 from trips plus 7 from living and working)

Referencing a place in Texas:
8 (1 trip)

Referencing a place in Ohio:
5 (2 trips [1 of which is from a layover on a flight for a different trip], so 2.5 shirts/trip)

Referencing a place in Minnesota:
5 (1 trip)

Referencing a place in Pennsylvania:
4 (1 trip)

Referencing a place in Iowa:
4 (1 trip)

Referencing a place in USA:
1 (1 trip)

SOURCE VENUES

Cities: 26

Casinos: 12

States/General Geographic Areas: 8

Bars/Restaurants/Clubs: 8

Visual Art Museums: 7

Schools: 5

Stores: 5

Non-Visual Art Museums: 3

Public Resources/Attractions (zoos, libraries, etc.): 3

“Experiences”: 2

The previous rules all related to me trying to determine if, when, and where I should buy a shirt. The following rules related to what kind of shirt I would buy once I was there.

SIZE

If a place only sold one kind of shirt, then it was simple, I just bought that shirt no matter what. When a place sold more than one kind of t-shirt with its name on it, I used certain rules of thumb to determine which shirt I would buy. The first rule related to size: I bought “large” shirts whenever possible, because that is (usually) my size. When large was not available, I would then choose extra-large (which is also a pretty good size on me), and then medium (which is too small, but would probably fit other people better than if I went in the other direction to an XXL). However, I did notice, in looking back through the collection, that I occasionally bought the wrong size without realizing it, as with the Bellagio shirt, which is a small, even though I had had plenty of shirts and sizes to choose from there.

GENDER

I always chose a male or asexual shirt, as opposed to a female-fitted or -styled shirt. I accidentally bought one female shirt in St. Louis. This requirement sometimes bothered me, as many of the women’s shirts featured better or more varied or more thoughtful designs. For example, one of the woman’s shirts in the SIUC bookstore actually listed the full name of the school (Southern Illinois University Carbondale), unlike every other shirt, which all dropped the “Carbondale.”

PRICE

After these restrictions, I next tried to balance out, more or less equally, three factors: price, design, and color. I generally preferred a lower price, but a shirt with a better design might sway me towards paying more. Price might also not have been a conscious decisive element in a shirt's purchase if the store's prices were confusing or absent.

SHIRTS PER MONTH

(the trips listed below note where the majority, although not necessarily all, of the shirts from those months came from)

June: 12 (trips to Massachusetts and Iowa)

July: 1 (trip to Galena)

Aug: 2 (both Carbondale)

Sept: 0

Oct: 0

Nov: 7 (trip to Pennsylvania)

Dec: 6 (trip to Minnesota)

Jan: 3 (trip to St. Louis)

Feb: 8 (trip to Massachusetts)

Mar: 20 (trip to Las Vegas)

Apr: 1 (trip to Rend Lake)

May: 19 (trips to Cleveland and Texas, plus Carbondale)

DESIGN

I tried to get the most interesting or appropriate design for any particular place. An "appropriate" design usually meant that it got across the place's mission or atmosphere more effectively than the other available shirts. If I returned to a place more than once, I tried to get a different design each time I was there. The place this issue came up the most was St. Louis, where I went very often because of the airport. In this case, the airport's stores went through a few cycles of shirt styles over the year. Most of the airport stores sold the same styles of shirts, and there wasn't a lot of choice once I had been there several times and gotten examples of most of the shirts. Therefore, I eventually had to get multiple copies of the same designs, although I still tried to get different colors of those designs.

Average shirts per trip, not counting Carbondale/SIUC or USA, and only counting the one direct St. Louis trip and one direct Ohio trip: 4.8

Places I got more than one shirt from due to repeat visits:

6

(Boston, St. Louis, 710 Bookstore, Philadelphia, Paris Casino, Cincinnati)

COLOR

In general, I tried to spread out my choice of colors. If a shirt came in a color other than the standard white, black, or grey, I generally got it in the other color. But if I felt like I was buying a lot of colored shirts, I bought some neutral shirts on purpose as well, just to keep everything balanced. I didn't keep track of this in any formal sense, I just went by intuition. The amazingly-even degree to which the shirts were balanced at the end was a complete shock to me and one of the things that impressed me most about the project.

Most copies of the same shirt design:
“ST. LOUIS/GATEWAY TO THE WEST/MISSOURI”
(shirt #s 23, 32, 39, 59)

STYLE

Finally came the question, “what is a t-shirt?”--as opposed to other kinds of shirts. I decided right away that shirts with collars or buttoned necks were not t-shirts. I also felt that sleeveless or long-sleeved shirts, even if cotton crew-necks and printed with graphics, were not t-shirts. However, I did eventually buy one with long sleeves; it was the only option available, and I felt that to not get it would be to follow too legalistic a definition of t-shirt. (It later turned out that I had already bought another long-sleeved shirt by accident at this point, without knowing it.) Later on, I forgot I had decided it was OK to buy long-sleeved shirts, and intentionally didn't buy a shirt because it had long sleeves. However, I looked back at what I had gotten in the past, and eventually felt that it was OK, and when the opportunity presented itself, I did buy another long-sleeved shirt.

Text-only shirts: 15

Double-sided shirts: 13

Back-only shirts: 1 (Johnny's Club)

Shirts with pockets: 1 (Johnny's Club)

OVERVIEW

I don't believe I missed any (or at least very few) opportunities to buy an eponymous shirt. In other words, I don't think I missed out on any shirts just because I just forgot that I was doing this project. There may be one bar in Boston where this happened, but otherwise, I believe I was pretty much on the ball, so to speak. However, due to changes in the rules over time, there are probably several shirts that I should have added to the collection, but didn't because at the time I didn't understand the project's rules as well as I did later on. There are also probably several shirts in the collection that wouldn't have been there if the final rules had been in effect the whole time. However, without having made the "mistakes" that I did, I never would have realized that they were mistakes. I think that the way they stand out from the rest of the collection only serves to make the collection's real character even more clear.

Longsleeved shirts: 4
(MassMOCA, Millstream Brewery
Company, Which Pub, USA)

Ladies'-fitted shirt: 1
(St. Louis [shirt #40])

SHIRTS THAT CAME WITH SOMETHING FOR FREE: 2 (Johnny's Club, Texas State Highway Patrol Museum)

The final operative rules could thus be summarized as:

PRIMARY RULE

For one year, buy a t-shirt from every situation that sells t-shirts with its own name on it.

HOW, WHERE, AND WHEN

Only buy shirts from places where the shirts can be found with minimal effort.

Shirts only be purchased if they are directly available at the time that I am there.

Shirts should be bought on a one-shirt-per-place-per-visit basis.

Shirts that list a location's name at a primary level should always be purchased if available.

Shirts must be purchased, not accepted as gifts.

WHAT KIND

Shirts should be large and male/asexual styles.

Interesting designs and low prices are preferred.

The collection as a whole should be color-balanced.

Shirts could have any length sleeve but no collars or buttons.

Shirts that include "Art" in their graphics:

5 (Philadelphia [LOVE statue], Weisman Art Museum, Caesars Palace Casino, Artpace, School of Art and Design)

Shirts that include a photograph in their graphics:

2 (Lion Habitat [MGM] and Flamingo Casino)

TO PURCHASE YOUR VERY OWN EPONYMOUS T-SHIRT

Simply pick out the shirt or shirts you like and bring them over to the Museum Gift Shop. They will be glad to ring you up. All t-shirt prices are listed directly on a sticker on the front of the shirt. If the shirt you wish to purchase is on a mannequin and you require assistance getting it off, please just ask. Chris thanks you for your interest and support, and hopes you enjoy your t-shirt(s) for years to come.