

## Summary and Description

The 'Blah blah blah Book' (© 2012) is a black hardcover with a golden title reading 'BLAH BLAH / BLAH' produced by GOGELMOGEL. The book is featured on *gogelmogel.it* under one of the many categories that feature GOGELMOGEL'S work. It is completely composed of the word 'blah' and (phrase(s)?\*) like 'blah-blah-blah.' Exhibitions include the Book & zines exhibition LENTYNA, @ the National gallery of Art in Vilnius, Lithuania. The book was handmade by apapap, a conglomerate that has published a separate series of books through Kitos knygos (© 2014) and photographed by foko. The 'Blah blah blah Book' is most likely mocking graphomaniac authors who elaborate to the point of meaningless intricacy and therefore lose the attention of their readers. On the other hand, GOGELMOGEL, the artist who remains nameless, only states that he likes simple things, reading, and ideas. The 'Blah blah blah Book' may only be the result of the author's straightforward hobbies. Although the author attributes the meaning of his name to an affinity for randomness, Gogel-mogel (kogel-mogel, gogl-mogl, blah...) is also the name of a popular egg-nog type drink that is found in Eastern Europe.

## Explanations, Images, etc.

*"Blah Blah Blah Book is about mocking graphomania and excessively intellectual, snobbish literature, which is often of questionable value."* GOGELMOGEL

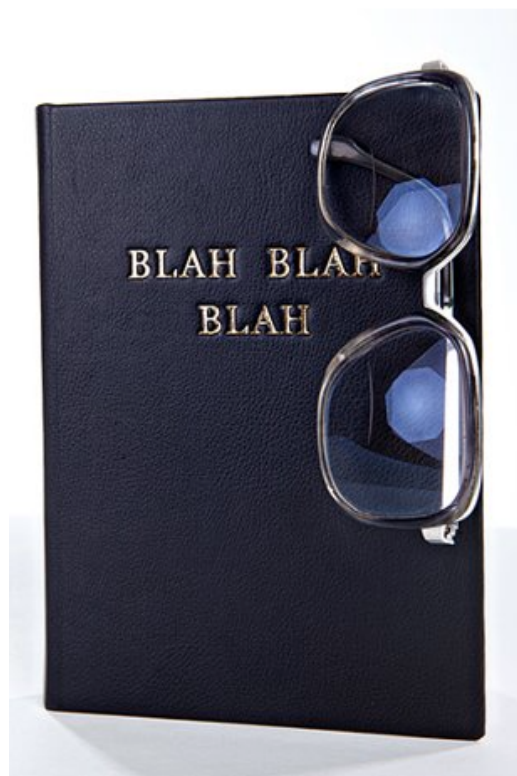


Image # 1: The cover reads 'BLAH BLAH / BLAH' in gold with a black background. The cover is most likely representative of a direct opposition against overtly complex literature, making it difficult to describe the meaning associated with the cover without feeling over analytical. GOGELMOGEL adopts a very simplistic, almost biblical looking style that physically demonstrates a desire for simplicity. There is no descriptive information on the general makeup of the book, such as details about the size, binding, means of production, or what the book is physically made of. (sunglasses not included in purchase.)



Image # 2: A series of blahs.

Concept/idea : qooelmoel

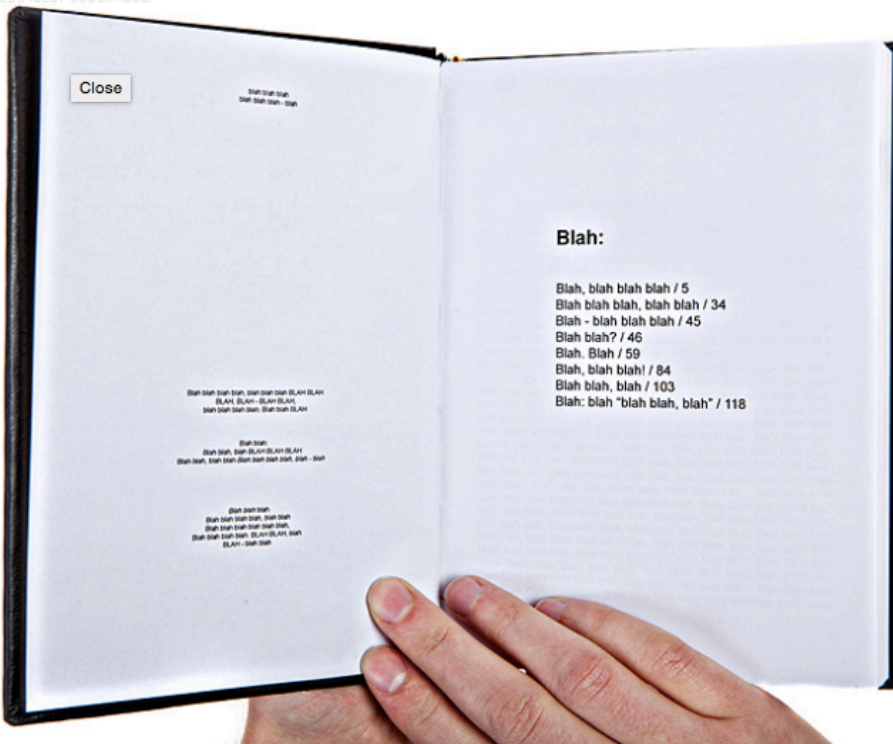


Image # 3: Publication info. & Index.

## Research Context

Although the author claims that he is purely seeking simplicity in the face of *graphomania*, the text inevitably comments upon the attention span of the modern reader. The modern reader prefers, in many circumstances, images or physical embodiments of meaning as opposed to meaning that can be pulled from a text. The modern reader also seeks unique interpretations of meaning that go beyond the boundaries of the book, something that has been partially satisfied through the graphic novel and other experimental literature. This is not to say that the modern reader is always someone who cannot 'read,' but rather someone that is a product of the miniseries and the cultural affinity for clever abstraction. If anything, the author's extremely simplistic explanation behind the book embodies the rejection of literature that is voluminous beyond practicality. His entire disposition, as exemplified in *gogelmogel.it*, is subconsciously commenting upon his desire for simplicity that he advertises as inherent. His work is relatable to modern concepts (problems?) of televisual dependence, the reformation of the paperback into the Kindle, or the consideration of books as the eye catching or humorous coffee-table decorations. { relevant searches include: 'future of the novel' 'distracted reading' 'graphic novel' 'bathroom book' }

## Technical Analysis

GOGELMOGEL'S webpage is physically representative of his urge to indulge in his simplistic humor. The 'Blah blah blah Book' is one of many examples of his humor that relies on contradictions between opposing meanings. For example, in the section 'Comic Metal,' GOGELMOGEL writes the names of death metal bands in Comic Sans MS font. (Sadistic Intent, Massacre, Necrophagist...) Other examples of his work include sections like the 'Aureola Effect' in which he deifies normal civilians at a bus stop by placing obnoxious yellow halos on their heads, highlighting their holiness as unique individuals. His work is lighthearted, and even includes dark items like Death Metal, as a way of expressing a simplicity that ignores dark meaning for the sake of witty sarcasm. This type of humor is key to his online presentation, which echoes the simplistic sarcasm that he delivers in his singular projects. The layout of his website symbolizes his humor due to its very bare design and concrete writing style. This writing style immediately reveals the meaning, supposedly, of every joke or thing that he has created. The names of his exhibitions are hardly misleading as well, and notate exactly what type of abstraction he has created. They are written in gray and take up as little space on the web page as it seems possible. His website is modeled by 'Indexhibit' which is a website that uses unique techniques for graphic design and is run by a series of designers. Being Lithuanian, GOGELMOGEL includes links to Eastern European (?) websites that may look foreign to English speaking readers, an insertion most likely a part of his random humor.

The combination of minimalistic text, concrete sentence structure, and straight-forward humor can comment upon the status of the novel regardless of the author's lightheartedness. That being said, this lightheartedness can simultaneously appear to be a direct sign of the way in which the modern novel, book, etc. has been rendered into a plaything. It seems that GOGELMOGEL alleviates the tension of the problem of the modern novel by poking fun at intense literature. He does not necessarily change or create a 'better' book, but rather features a book that is the very sarcastic and a direct opposition to the graphomania he finds snobbish. Intense, 'graphomaniacal' literature is thus rendered sarcastic in the eyes of the reader. This caricatures the intense author's work { relevant searches include: 'Dostoevsky' 'Tolstoy' 'Ayn Rand (?)' } as a staunch over-complexity that is far beyond the reaches of the regular reader. However, he does not name the books he finds valuable or obnoxious, making it unclear if the classics are on his hit list. His work may contribute to the criticism of the 'old' novel as an over-complexity, and cause readers to prefer playthings like he has produced. GOGELMOGEL is an example of the humor that popularly circulates on the Internet. Entities like *Reddit*, the meme, and the generally underhanded sarcasm conveyed through technological humor are extremely relevant to GOGELMOGEL'S methodology.

### Evaluation of Opportunities or Limitations

The 'Blah blah blah Book' may draw attention to the book as an object that is changing with the times. It forces the observer to ask what the joke means for the snobbish novel, and if it perhaps denounces long literature because of its complexity. Will complex literature become something that is underappreciated for the sake of simplistic fun? The graphic novel seems to combine the realm of GOGELMOGEL and the snobbish author by facilitating meaning in a way that the modern reader can enjoy. The 'Blah blah blah Book' may even cause observers to question how they can involve complexity in literature without losing the interest of the reader. Of course, limitations include the observer's preference for humor as opposed to literature at all. The book may also be limited by the author's very simple, concrete way of expressing the meaning of his work that may make the reader underestimate what it could mean. The paradox of trying to figure out if the author is even trying to inspire perplexity also remains.

### Resources for Further Study

- 🍏 Williamson, Caroline. "BLAH BLAH BLAH BOOK BY GOGELMOGEL." *Design-Milk*. 17 Mar. 2012. Web. 14 Mar. 2015.  
{ <http://design-milk.com/blah-blah-blah-book-by-gogelmogel/> }
- 🍏 "Clever Ideas by GogelMogel." *deMilked*. 30 May 2013. Web. 14 Mar. 2015.  
{ <http://www.demilked.com/creative-ideas-gogelmogel/> }

- 🍏 Alderson, Rob. "Gogel Mogel: The Blah Blah Blah Book." *It's Nice That*. 9 Mar. 2012. Web. 14 Mar. 2015.  
{ <http://www.itsnicethat.com/articles/gogel-mogel-the-blah-blah-blah-book> }

Points for Expansion (?)

- 🍏 *Indexhibit*. Web. 14 Mar. 2015.  
{ <http://www.indexhibit.org> }
- 🍏 "Chicken: Chicken Chicken, Doug Zongker (2007)" *P-DPA Log*. Web. 14 Mar. 2015.  
{ <http://p-dpa.tumblr.com/post/51797943447/chicken-chicken-chicken-doug-zongker-2007> }
- 🍏 "The VIVID THINKING Book: How we got so deep in the doodoo of blah-blah blah- and three simple "vivid" tools to get us out." *Danroam*. Web. 14 Mar. 2015.  
{ <http://www.danroam.com/blah-blah-blah/> }