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10 November 2009

The Director and Council  
The Experimental Art Foundation  
PO Box 8901 Station Arcade  
Adelaide, South Australia 5000

Dear Foundation,

We understand that The Experimental Art Foundation (of which we are the four most active original members) has recently changed its name to *The Australian Experimental Foundation*.

In our opinion this is an error of judgment that should be rectified, for the following reasons.

1. The concept of art that motivated the originators of the Foundation and guided the best of its subsequent development was universal, not local. In this respect Mr de Clario's assertion (in his note dated 1 October 2009) that 'At this time [of foundation] it did not expect to be necessarily operating internationally' contradicts the plain fact that the EAF was conceived as operating internationally *of logical necessity*, by virtue of the universality of its animating idea.
2. This idea of art as an experimental enterprise, rather than as a skillfully or tastefully aesthetic enterprise, was challenging to conventional art world practices at the time and it has won a reputation for the Foundation that is internationally respected. The EAF has remained internationally distinctive under its original name for more than thirty-four years.
3. The imputation of specific locality (whether to Adelaide, South Australia or Australia) is a fundamentally parochial manoeuvre that only adulterates the Foundation's guiding principle. It is more likely to reduce than to enhance its influence and reputation.

We are firmly of the opinion a correction of this mistake should be initiated, and we seek publication of our note in your next newsletter, as a step in this direction.

Most sincerely,

[signed]

Donald Brook

[signed]

Herbert Flugelman

[signed]

Clifford Frith

[signed]

Ian North