

'Further Reading' both reconstructs and deconstructs a photography exhibit created by Rami Maymon where *objets d'art*, images, and spreads from art history books are photographed in various poses and compositions. As a nod to the uncertainty of the medium's empirical authority, Maymon approaches visual history in sculptural and performative terms, infusing his creative process into the already charged stature of the images selected. His technique infuses existing visual texts with additional worlds of content, referring the reader to materials which are external to the main text; The image, the original and the reproduction are no longer distinct concepts, but rather components in ongoing processes of continual reconsideration, which both reject the privileging of the finished image and situate reappropriation as an act of semantic innovation. Reading the history of art through reproductions, which are traditionally meant to document and preserve past heritage, exposes the dynamic political forces which have facilitated changing ways of seeing. This edition builds upon this continual translation by collapsing the exhibition into an artist book. The walls of the Museum are transformed into pages, where the viewer zooms in and out of the images, guided by the exhibition's numerical system, which stands in for the book's page numbers. In addition, each work receives a new layer of meaning through a series of philosophical meditations written by Raphael Zagury-Orly and Joseph Cohen, which deviate entirely from the work's original context, situating the project as a visual meditation on the many 'archaeological' layers of time, genre and space.

The exhibition 'Further Reading' took place at The Tel Aviv Museum of Art, Nov 2015 — Feb 2016.

Thank You to Lauren and Mitchell Presser for sponsoring the exhibition; To Ann and Ari Rosenblatt and The Hezi Cohen gallery for their support of this publication.

A special Thank You to Noa Segal for the ongoing dialogue as regards the design and the conceptual foundation of this book.

Thank You to Joseph Cohen and Raphael Zagury-Orly for their participatory dialogue and their thoughtful writing.

Thank You to The Maymon and Weiser families, to my partner Eyal Weiser


Performance: Tami lebovits  
Photography: Liat Elbling  
Pre-press: Artscan Ltd.  
Printing: A.B Offset Ltd.  
Paper: Gardapat Kiara, 115 gr

All rights reserved by Sternthal Books and Rami Maymon. This book is protected by copyright. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the publisher. Copying our publications in whole, or in part, for whatever reason, is a violation of copyright laws and can lead to penalties and fines.

Copyright ©2016 Rami Maymon and Sternthal Books  
ISBN: XXXXXXXXXXXXX


This publication was generously supported by the Israel Lottery's Council for Culture and Arts, and the Rabinovich Foundation for the Arts.

HEZI COHEN GALLERY

 Mifal Hapais  
Great Things Start Here



STERN  
-THAL [www.sternthalbooks.com](http://www.sternthalbooks.com)

 קרן יהושע רבינוביץ לאמנויות תל אביב (ת"ר)  
YERUSHUA RABINOVICH TEL AVIV FOUNDATION FOR THE ARTS