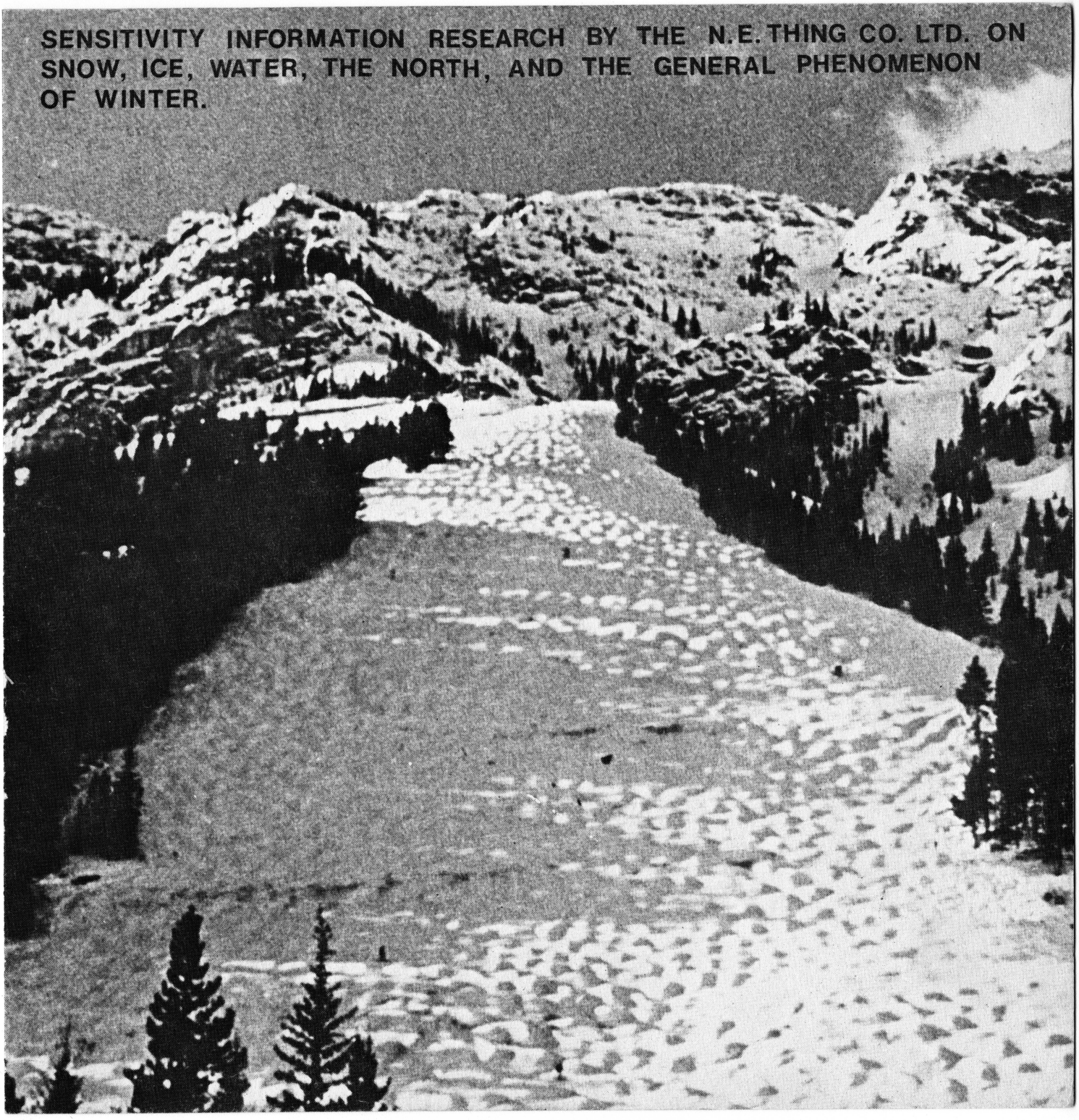
SENSITIVITY INFORMATION RESEARCH BY THE N.E. THING CO. LTD. ON SNOW, ICE, WATER, THE NORTH, AND THE GENERAL PHENOMENON OF WINTER.



SENSITIVITY INFORMATION RESEARCH BY THE N. E. THING CO. LTD. ON SNOW, ICE, WATER, THE NORTH, AND THE GENERAL PHENOMENON OF WINTER.

Writing an introduction for your show here is not as easy as I thought it would be. But, when I realized what you had in mind, it was obvious that this would be one of the most meaningful exhibitions this gallery ever held. Banff, Alberta, is really a winter oriented town and this exhibition will focus attention on this experience. The N.E.THING CO. will have brought to Banff's winter a much needed complement of esthetic and perceptual fulfilment. The Peter Whyte Gallery is very pleased to host the N.E.THING CO. LTD. at a time when winter related activities are at their peak on the trails and slopes of the Banff National Park.

Roger Boulet, Curator
Peter Whyte Gallery,
Banff, Alberta, Canada.
Dec. 73 - Jan. 74

The N. E. THING CO. LTD. would like to thank Maryalice Stewart, Director; Roger Boulet, Curator; Mrs. Peter Whyte and Jon White, and the staff of the Peter Whyte Gallery for their assistance and cooperation. We would like to thank David Honey for technical assistance in photography on the catalogue, plus appreciation to A. Baxter for assistance with the bibliography, and thanks to the Canada Council for a grant which made possible the recording of the N. E. THING CO.'s Sensitivity Information.
In preparing for this display we took the general concept of snow, then expanded it to include ice, water and the North. The projects range over about a ten year span and represent a continuing area of research for the N.E.THING CO. We appreciate the opportunity extended by the Peter Whyte Gallery, at Banff, Alberta, Canada, to present a selection of these projects. Catalogue compiled and designed by N. E. THING CO. LTD.

Co-Presidents
N.E.THING CO. LTD.

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive, North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project

N.E.THING CO. LTD. - NOMENCLATURE

Number

N. E. Thing Co.

Glossary

SI - Sensitivity Information
A term developed by NETCO to denote all forms of cultural activities, i.e. dance, music, theatre, film, fine art, poetry, novels, etc. It is based on the theory that there are all types of INFORMATION around in the world. INFORMATION is usually, or tends to be, confronted with and dealt with in either a practical or sensitive manner. Thus INFORMATION which is handled in this pure or sensitive way culminates in SI (Sensitivity Information) in general context, and eventually leaves its mark on our life as culture. The divisions within SI are based on the dominant characteristic of that particular area of information, for example: Vision - VSI - Visual Sensitivity Information (painting, sculpture, architecture, books, etc.)

SSI - Sound Sensitivity Information (music, poetry [read], singing, oratory, etc.)

MSI - Moving Sensitivity Information (movies, dance, mountain climbing, track, etc.)

ESI - Experiential Sensitivity Information (theatre, etc.)

- It should be recognized that there are categories where certain types of sensitivity information are combined with others to provide their form, but for the most part the categories above have been established because the "arts" tend to have a particular emphasis on one kind of information characteristic.
- We find that by setting up a new set of definitions like this that people are better able to see the cross-relationship between the "arts" and in so doing can become much more involved and supportive of the new types of "arts activity" — Sensitivity Information —, SI — that are going on.
- The idea of comprehending "all arts as information handled sensitively" breaks the historical chains that keep them apart from each other and grossly misunderstood.

VSI - Visual Sensitivity Information
A term developed and used by the N. E. Thing Co. to denote more appropriately the meaning of the traditional words "art" and "fine art" or "visual art". Refers to the handling of visual information in a sensitive manner. Also refers to the "artist" as a VISUAL INFORMER, as someone who knows how to handle visual information sensitively.

Description

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N. E. THING COMPANY LIMITED

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Seal

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INFORMATION

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Project 1964

2 TONS OF ICE SCULPTURE

Number



Description

PROJECT CARRIED OUT AT UNIVERSITY OF B.C. VANCOUVER B.C. 1964.
BY CO-PRESIDENT OF THE N.E. THING CO. LTD.

SCULPTURE PRESENTS CONCEPTS OF DISAPPEARANCE, IMPERMANENCE, CHANGE & DESTRUCTION.

Seal

INFORMATION

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Project
1964

SWIMMING ON LAND

Number



Description

CO-PRESIDENT OF N.E.THING CO LTD PERFORMING ACT OF SWIMMING ON LAND.

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INFORMATION

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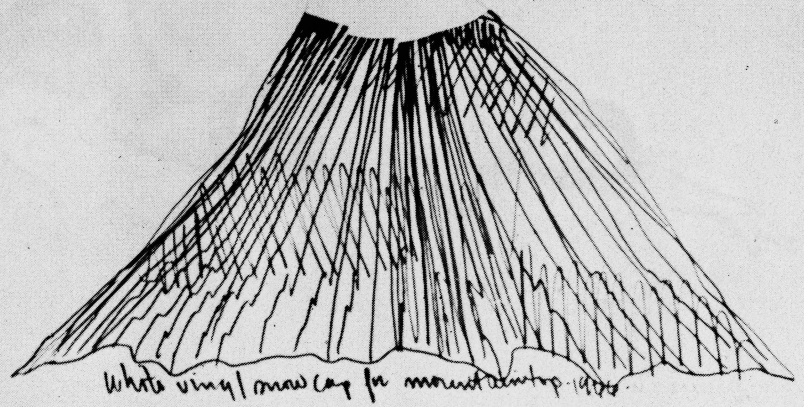
Project		Number
1966	WHITE VINYL SNOW CAP FOR MOUNTAIN TOP, 1966, Vancouver, B.C.	1



Description

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INFORMATION

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Project		Number
1966	EXTENSION FOR A SNOW JOB, 1966, Vancouver, B.C.	1





Description

Lower drawing is an extension for a snow job drawn in the condensation of the window.

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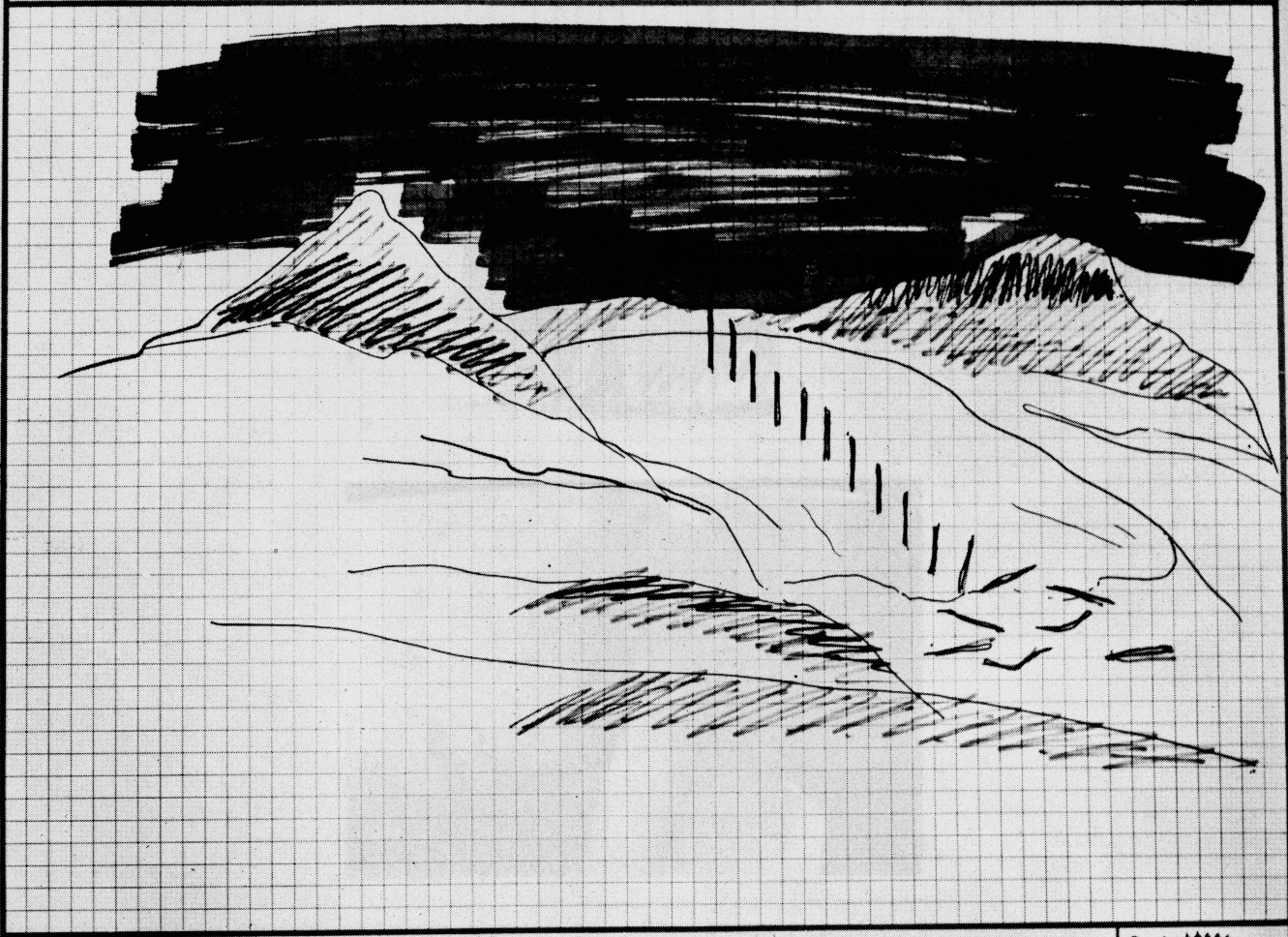
Project		Number
1966-1968	CHROME POLES MOVE, 1966 - 68, Athabasca Glacier, between Banff & Jasper, Alberta, Can.	1



Description

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Chrome poles to be inserted into drilled holes in the glacier to a depth of 50 ft. These poles are to be left in the glacier for the life of the glacier. When they are deposited bent and twisted at the terminal moraine, they are then to be fixed permanently in position and left for posterity.

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INFORMATION

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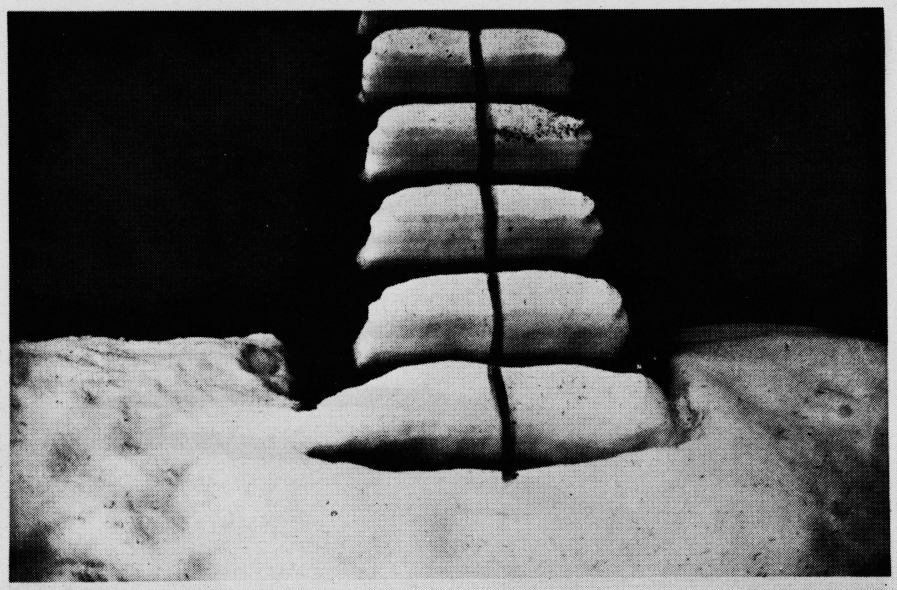
Project		Number
1967	PAINTING ON SNOW, 1967, N. VANCOUVER, B.C. Canada.	1



Description

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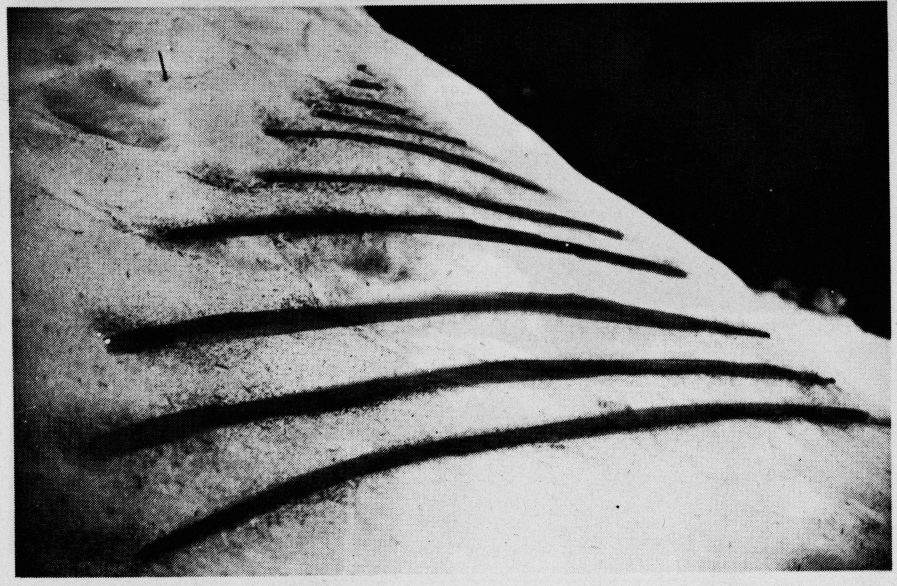
Project		Number
1967	PAINTING ON SNOW, 1967, N. Vancouver, B.C. Canada.	1



Description

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INFORMATION

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Project		Number
1968	REFLECTED LANDSCAPE	1.



Description

. SEYMOUR RIVER
. RIVER REFLECTS SHORE LANDSCAPE FURTHER DOWN RIVER.

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Project		Number
1968	ONE MILE SKIED TRAIL, 1968, Mt. Seymour, Vancouver, B.C.	1



Description

A mark was made by skiing a mile through fresh snow. A drawing executed by the body rather than by the hand.

INFORMATION

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Project		Number
1968	REFLECTED LANDSCAPE, 1968, Seymour River, N.Vancouver,B.C.	1



Description

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Project		Number
1968	ACT no. 68 - Athabasca Glacier, Columbia Ice Fields, Jasper National Park, Alberta, Canada, 1968.	68



Description

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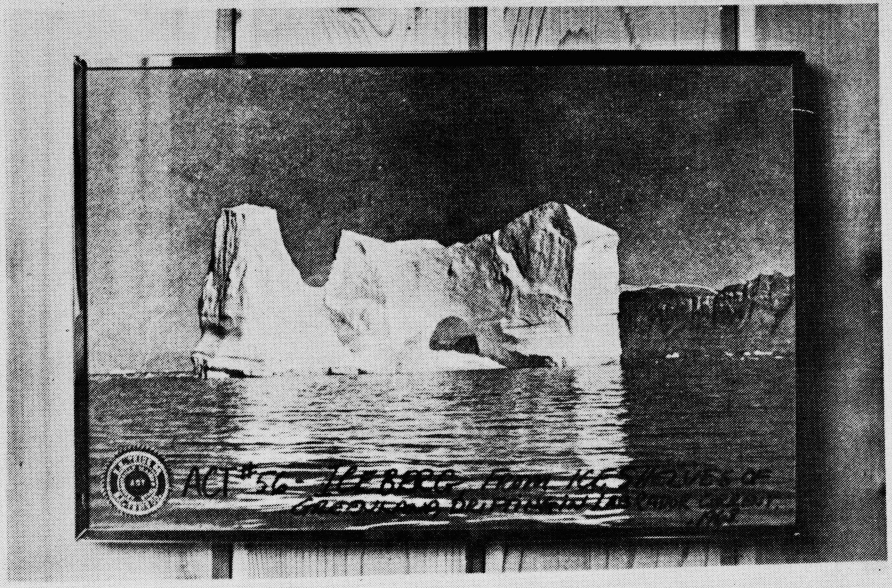
Project		Number
1968	ACT no. 56 - Iceberg, from Ice shelves of Greenland, drifting in Labrador current, 1968.	56



Description

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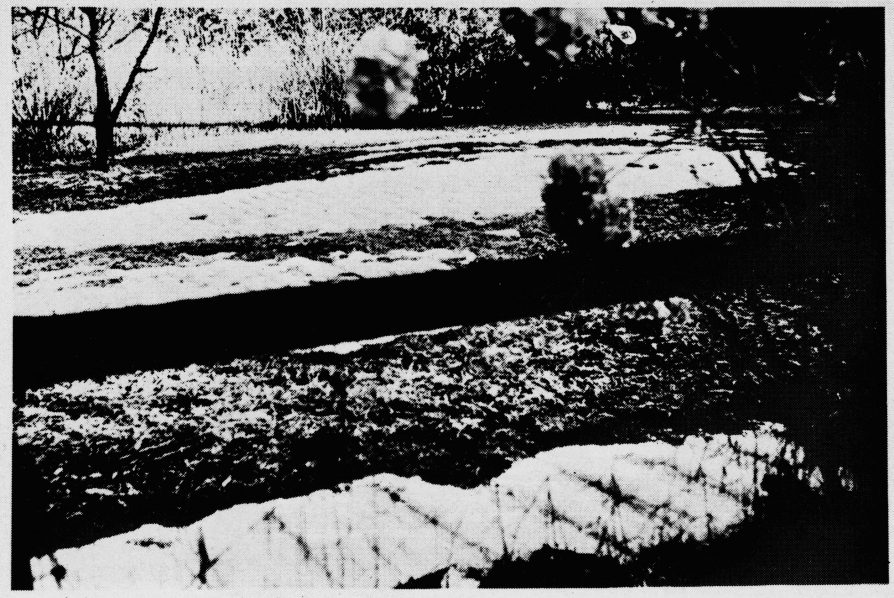
Project		Number
1968	SNOW PATCHES MARKED, N. Vancouver, B.C. 1968.	1



Description

By sidestepping with skis across these remaining patches of snow the visual information is altered.

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INFORMATION

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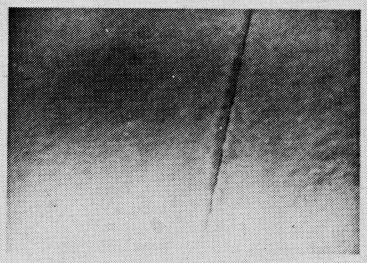
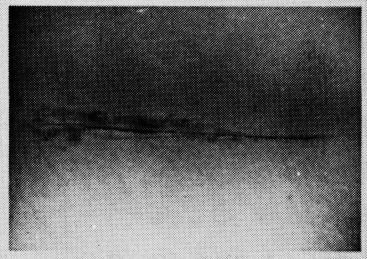
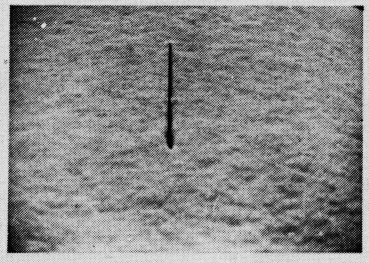
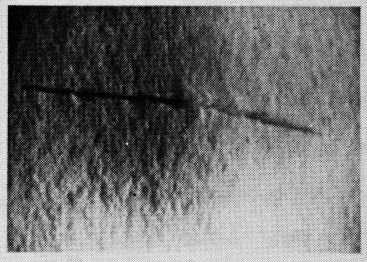
Project		Number
1968	SCULPTURE, 1968, Vancouver, B.C.	1









Description

A piece of 12"x12" clear glass was inserted into the snow in different positions and depths. The resulting V.S.I. was photographed.

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INFORMATION

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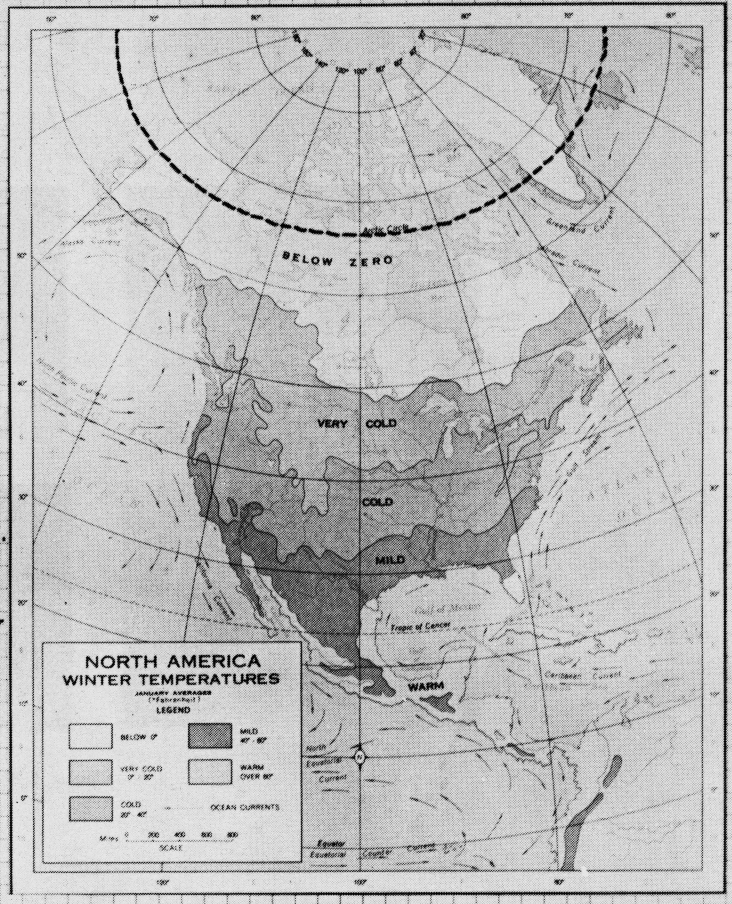
Project		Number
1968	BLACK ARCTIC CIRCLE PROJECT, 1968,	1

A LOW FLYING JET PLANE IS TO BE EQUIPED WITH A DYE DISPENSING DEVICE WHICH WILL LET OUT A CONSTANT STREAM OF HIGHLY CONCENTRATED BLACK DYE. THE DISPENSING DEVICE WILL BE TIMED TO SHUT OFF AND TURN ON IN ONE MINUTE INTERVALS THUS LAYING DOWN THE ARCTIC CIRCLE AS IT APPEARS ON MAPS. PLANE WILL LEAVE ALASKA AT 1000 FT. AND FLY WESTWARD UNTIL THEY ARRIVE BACK AT ALASKA. THIS WILL BE DONE DURING WINTER SO THE LINE WILL APPEAR ON THE SNOW.



Description

Se

INFORMATION

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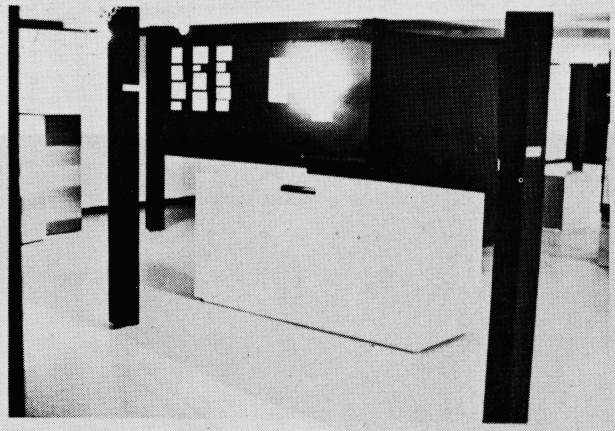
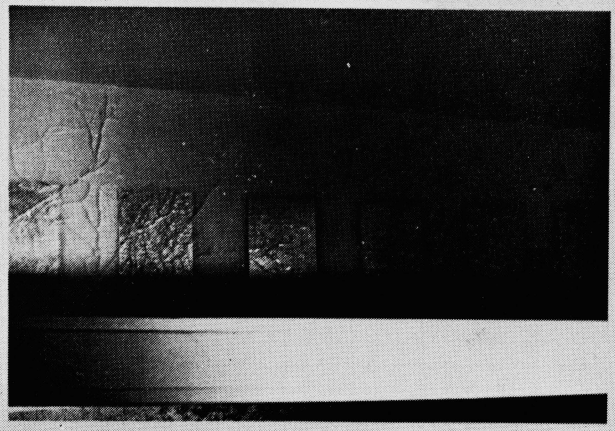
Project		Number
1968	V.S.I.- SIX REFLECTIVE SURFACES FROZEN, 1968, Vancouver, B.C. Canada.	1





Description

Six mirrors were placed in the bottom of a freezer, 2" of water was put over top of them and then they were allowed to freeze.

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Project		Number
1968	CONVERGING DRAWING, 1968, Mt. Seymour, N. Vancouver, B.C.	1



Description

Seal

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Project		Number
1968	SCULPTURE, 1968, N. Vancouver, B.C. Canada.	1





Description

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VANCOUVER, B.C.

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Project		Number
1968	SNOW , 1968, Vancouver, B.C. Canada. Collection, National Gallery of Canada.	1

Description

Photograph of snow reproduced to exact size(3' x 2') from where taken. The photo is exhibited on the floor with bullet proof glass over it. This allows people to walk over it as if it snow.

The photo displayed here is only a reduced copy of the original, which is in the collection of the National Gallery of Canada, Ottawa.

Seal

INFORMATION

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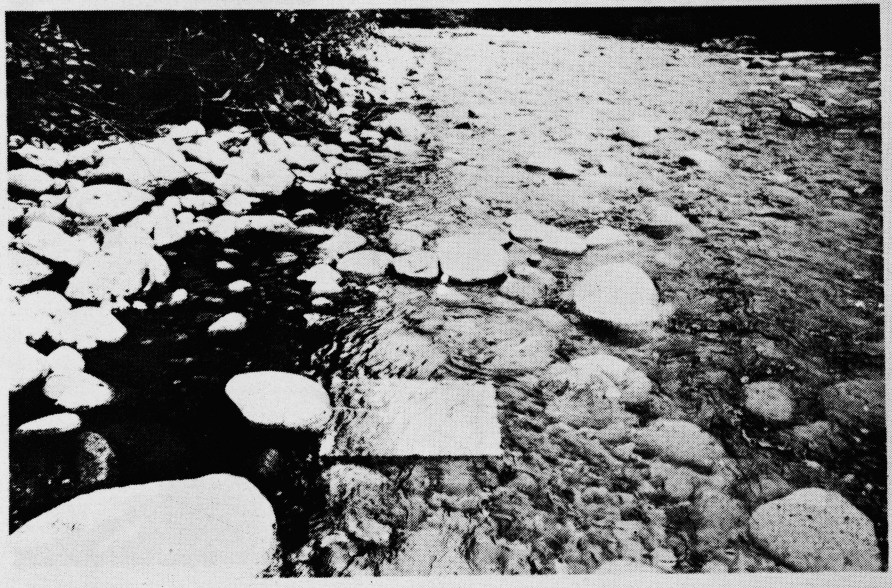
Project # 1968

MIRROR V.S.I. - surface under water, 1968, Seymour River, N. Vancouver, B.C.

Number 1



Description

By placing the mirror under water the reflective surface is distorted and in constant motion thus altering the visual information & creates V.S.I. (visual sensitivity information) N.E.THING CO. nomenclature.

Seal

INFORMATION

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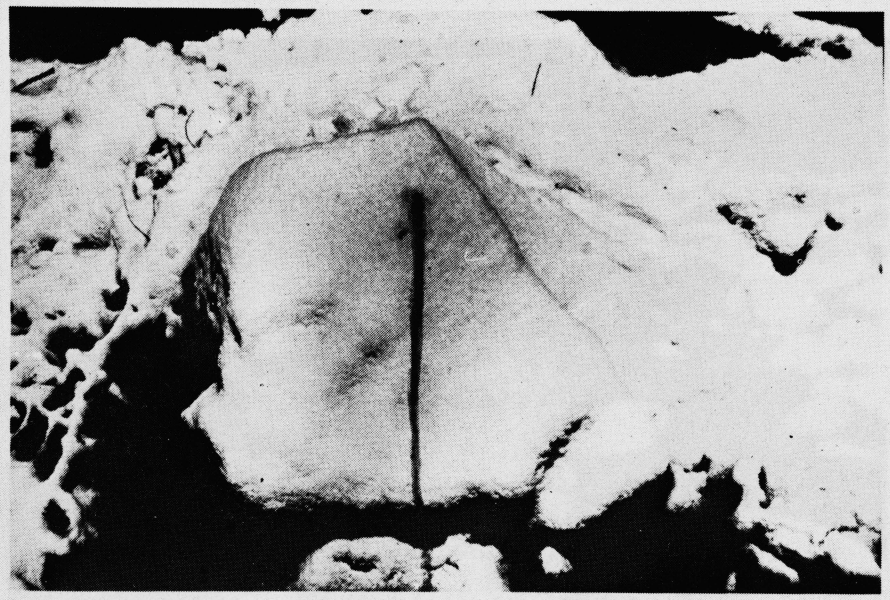
Project		Number
1968	F - LINE STRAIGHT, 1968	1



Description

A formal minimal water colour is created on a white surface using body fluids.

Sea

INFORMATION

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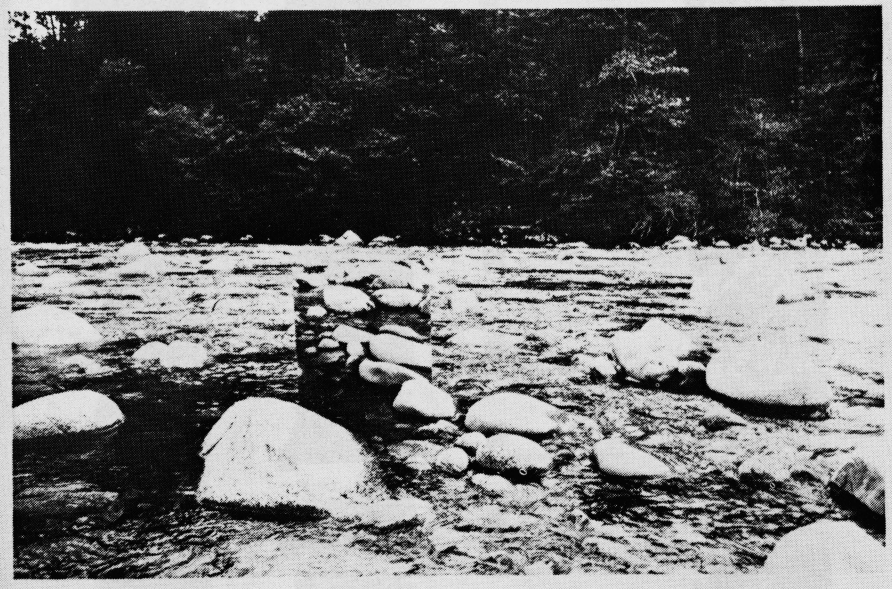
Project		Number
1968	PLUS & MINUS LANDSCAPE, 1968, Seymour River, N. Vancouver, B.C.	1



Description

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The mirror reflects that which is in front of it. It blocks out that which is behind it, thus adding to and subtracting from the landscape field of vision.

Sea

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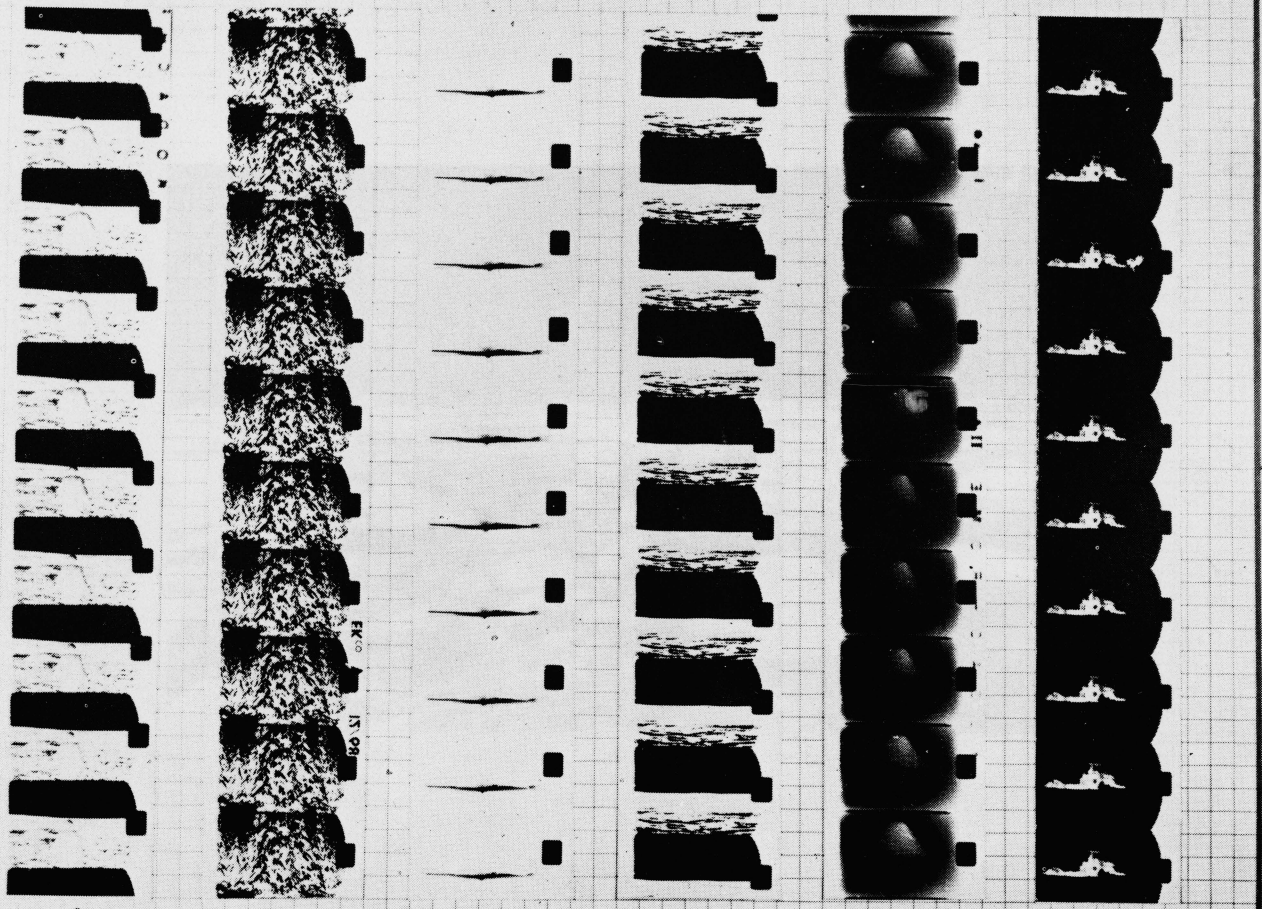
Project		Number
1967-1969	FILMS	1



Description

Some N.E.THING CO. Films:

1. Walking towards North,1969
2. Still Life: Winter Landscape 1968
3. Arctic Sunset, Inuvik, 1969
4. Circle Film,Arctic, 1969
5. Still Life : Snow, 1967
6. Burying an object during winter, 1968.

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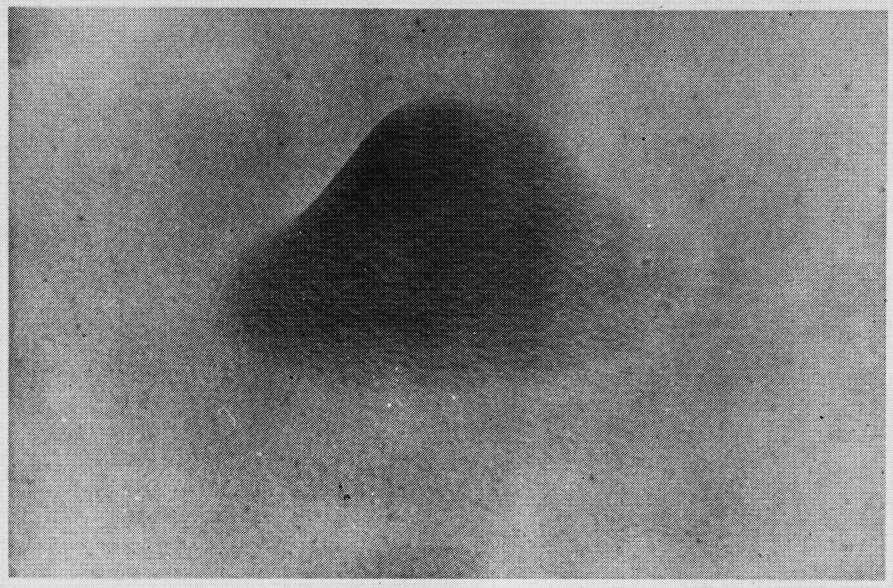
Project		Number
1967	SCULPTURE, 1967, N. VANCOUVER, B.C. CAN.	1



Description

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Project		Number
1967-1968	CENTENNIAL CELEBRATION AND PROLIFERATION, 1967-68., Vancouver, B.C. Canada	1



Description

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A deflated object was buried in winter at Simon Fraser University Burnaby, B.C. Canada, It is to be unearthed after 100 years, inflated, and duplicated in quantities determined by the number of planets that can be reached by man, then buried on each of those planets. The process is repeated in another hundred years(according to the time structure of each planet) for other planets, etc.

Seal

INFORMATION

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Project		Number
1968	OTTAWA SNOW MARCH 13, 1968	1



Description

During a phone call from Vancouver with Pierre Theberge in Ottawa it was commented that Vancouver had no snow & Ottawa did so Pierre sent some Ottawa snow to Vancouver.

Seal

INFORMATION

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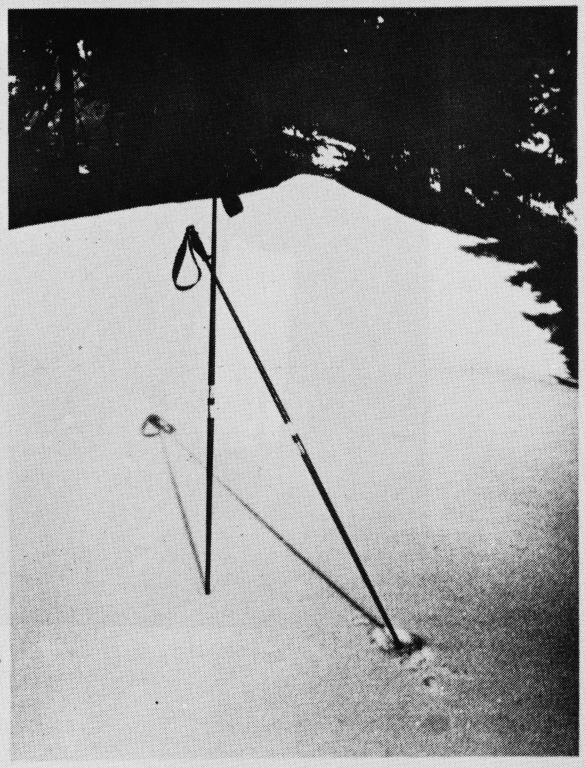
Project		Number
1968	CROSSED SKI POLES, 1968, Mt. Seymour, Vancouver, B.C.	1





Description

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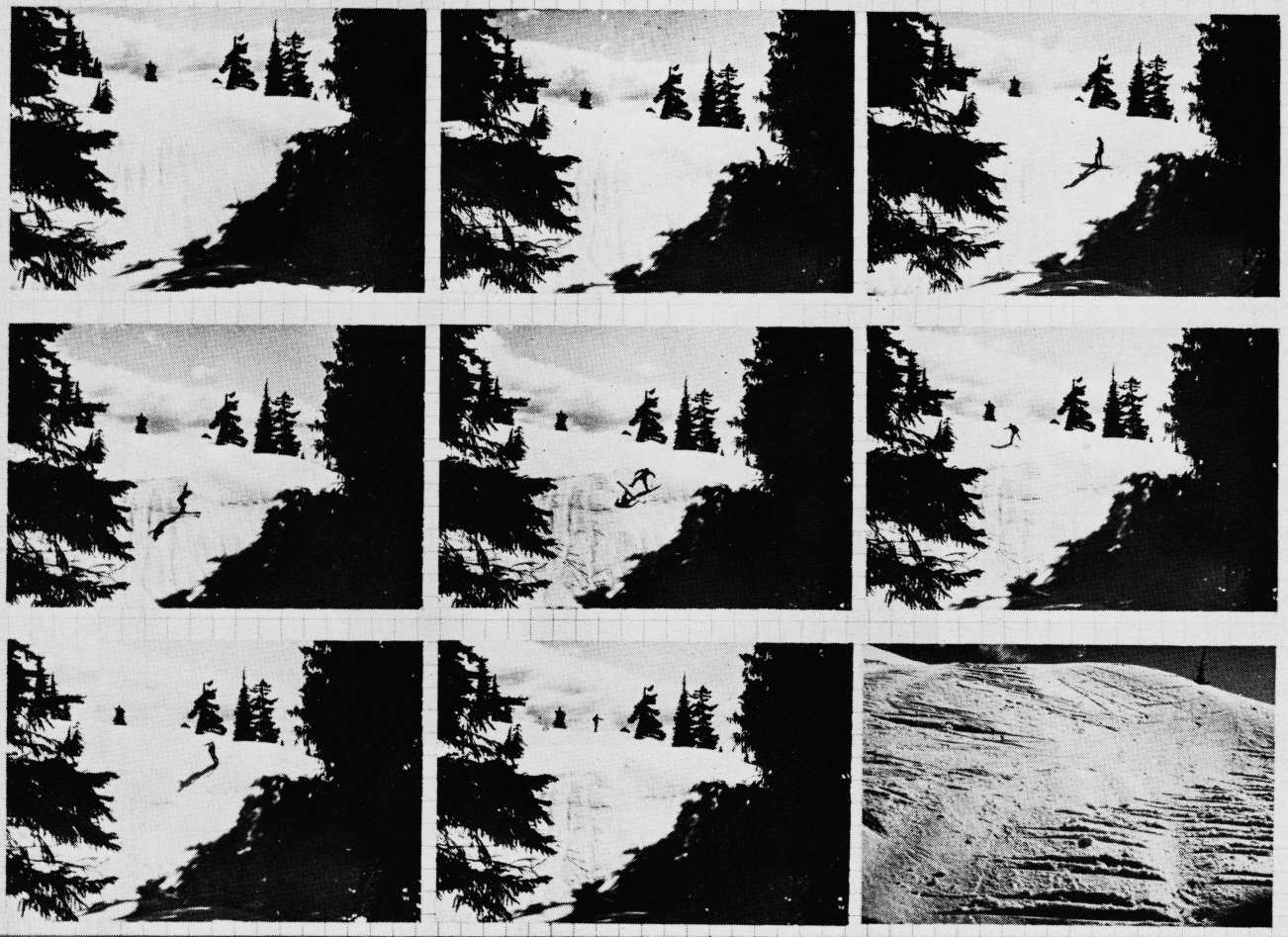
Project		Number
1968	DRAWING, 1968, Mt. Seymour, N. Vancouver.B.C. Canada.	1



Description

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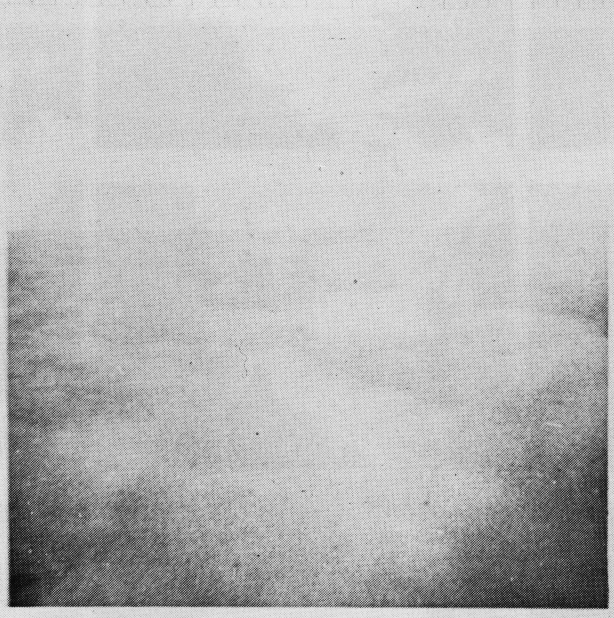
Project
1969

V.S.I. - ATMOSPHERE DIRECTLY OVER THE ARCTIC CIRCLE,1969, Pacific Western Airline's Flite between Edmonton, Alberta, and Inuvik, N.W.T.,CANADA.

Number
1



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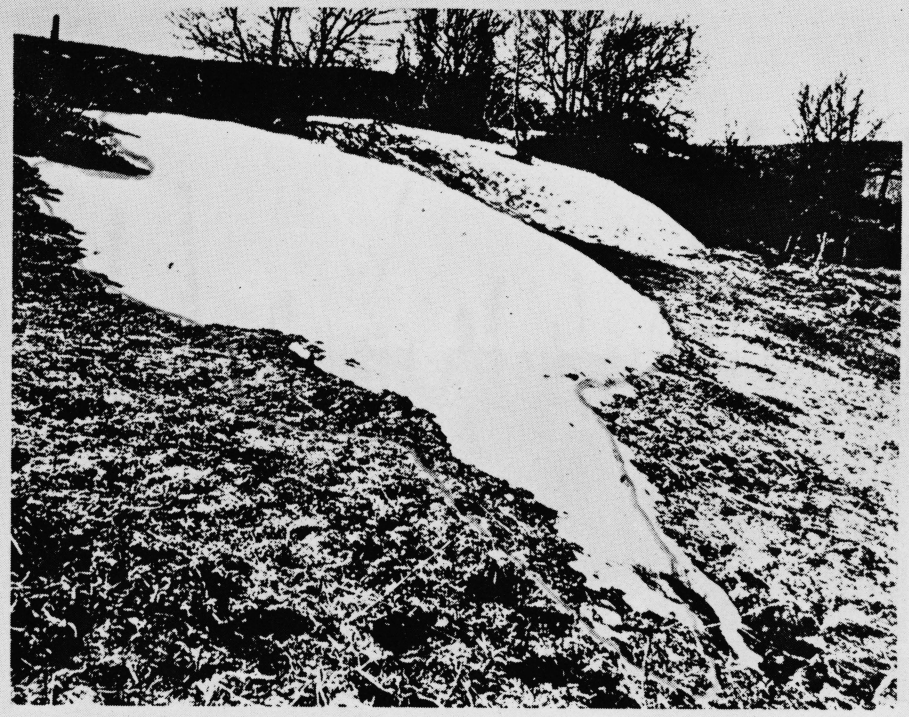
Project		Number
1969	SNOW BANK OUTLINE - Pullman, Washington.	1



Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED
TRADEMARK ©

The outline of a large snow bank was delineated using fluorescent red spray paint. As the snow bank receeded the original outline was left on the ground,thus denoting a shape that disappeared.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	DISLOCATED SCULPTURE, 1969, Inuvik,N.W.T.	1



Description

A vertical divided and placed horizontally upon itself.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	SIX FRUIT TREES: Two Cherry, Two Apple, One Plum, One Pear, Trees Project, N.Vanc. 1969.	1



Description

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N. E. THING COMPANY LIMITED

TRADE MARK ©

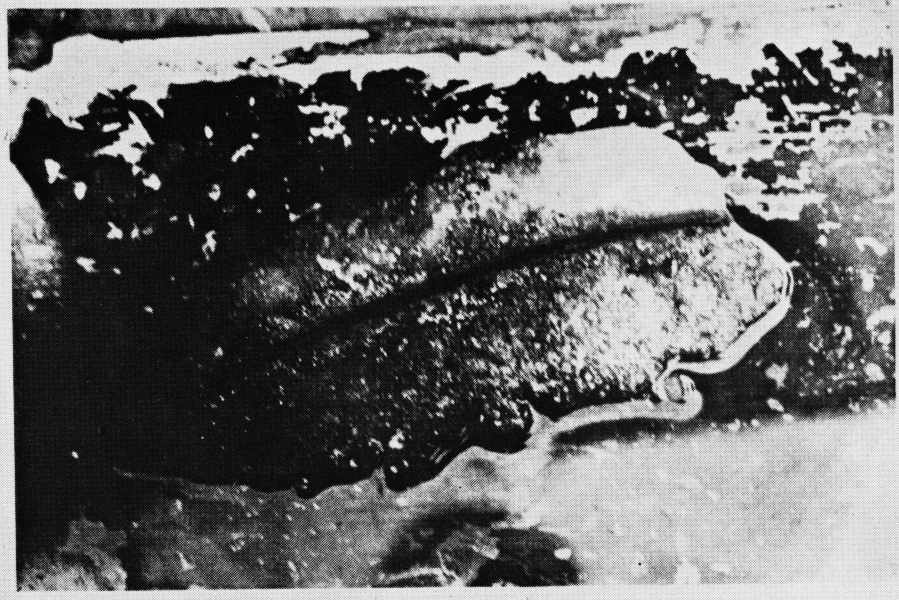
Shadows of the 6 trees have been spray painted on the snow thus creating permanent shadows for a period of time. During sunny periods there are then two shadows, one stationary and one moving.

Se:

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	ICE ISLAND LINE, 1969.	1



Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED

TRADEMARK ®

Simulated aerial photograph. A line is scored into the top of an ice island by a snowmobile equipped with a back hoeing spike. The furrow is then sprayed with a high density dye(red). location in the Hudson's Bay.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	180 DEGREE TURN, 1969, Mt. Seymour, Vanc. B.C. Canada.	1









Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED

TRADEMARK ®

Seal

INFORMATION

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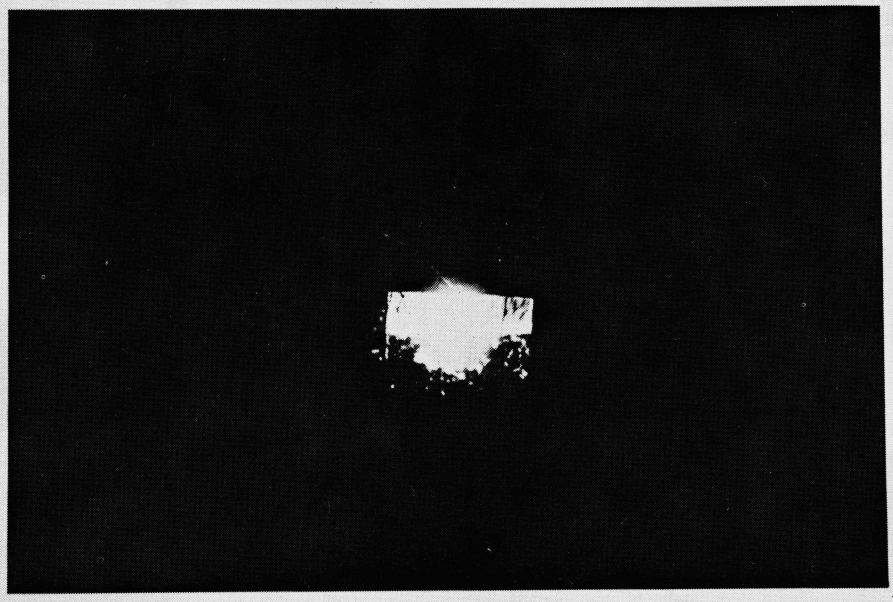
Project		Number
1969	REFLECTED ARCTIC LANDSCAPE, 1969, Inuvik, N.W.T.	1



Description

Seal

INFORMATION

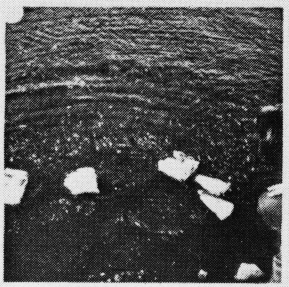
N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

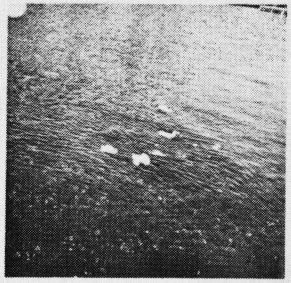
Project
1969

MELT - Halifax, Nova Scotia.

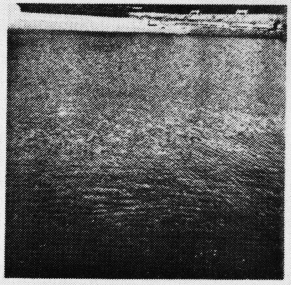
Number
1

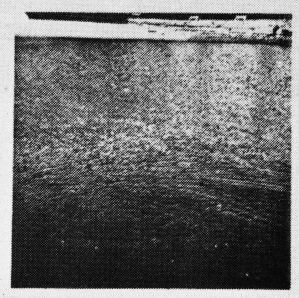




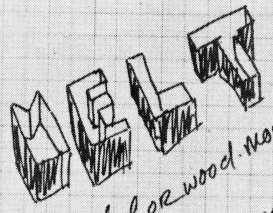








MELT
MAKE A METAL MOULD OR SOME TYPE OF MOULD ONE MOULD FOR EACH LETTER ABOUT 1' IN HEIGHT AND 6TO 8'' DEPTH. WHEN EACH OF THESE LETTERS IS FROZEN SOLID TAKE TO OCEAN AND PLACE IN



1. Metal or wood. Moulds were made.
2. water was placed in moulds and allowed to freeze
3. Letters were removed & placed in the sea and left until they melted.

Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED

TRADEMARK ®

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	© DISLOCATION SCULPTURE, 1969, Inuvik, N.W.T.	1



Description

PLEASE COMPLETE AND RETURN

N.E. THING COMPANY LIMITED

VANCOUVER, B.C.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	ARCTIC TRANSV.S.I., 1969, Inuvik to Halifax.	1

V
ARCTIC TRANSVSI NBR 1
WITH SEVERAL CANS OF ARTIFICIAL SPRAY SNOW
WRITE THE WORD 'SNOW' ON A LARGE FIELD

ARCTIC TRANSVSI NO. 2
TAKE 1000 SHEETS OF PAPER CRUMPLE AND SPREAD
ON THE FLOOR IN AN AMORPHUS SHAPE, WITH EDGES TOUCHING.
PHOTOGRAPH BOTH PROJECTS COMPLETELY
N.E THING CO. PROJECT DEPT ARCTIC-VSI INUVIK NWT

U+
NS CAD ART HFX

PWA INVK
MM



Description

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	ARCTIC TRANSV.S.I., 1969, Inuvik to Halifax.	1

V
ARCTIC TRANSVSI NBR 1
WITH SEVERAL CANS OF ARTIFICIAL SPRAY SNOW
WRITE THE WORD 'SNOW' ON A LARGE FIELD

ARCTIC ~~TRANSVSI NO. 2~~
TAKE 1000 SHEETS OF PAPER CRUMPLE AND SPREAD
ON THE FLOOR IN AN AMORPHUS SHAPE, WITH EDGES TOUCHING.
PHOTOGRAPH BOTH PROJECTS COMPLETELY
N.E THING CO. PROJECT DEPT ARCTIC-VSI INUVIK NWT

U+
NS CAD ART HFX

PWA INVK
MM



Description

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	TRANS V.S.I. - 1969, North America.	1

NS CAD ART HFX

SFU LIB VCR
SEPT 26 1969

THIS TRANSVSI WILL BE, IS BEING, HAS BEEN SENT TO
SCRIBE A TRIANGLE WITH CORNER POINTS AT INUVIK , NWT
TELEX NO 037 4 4545 , SIMON FRASER UNIVERSITY BURNABY BC
TELEX NO 0450247 AND NOVA SCOTIA COLLEGE OF ART AND DESIGN,
HALIFAX, N.S. TELEX NO 014 4 22767 ON SEPT 26 1969
ACTIVATED AND TERMINATED AT INUVIK, NWT. IMPORTANT TO
SEND ON AND COMPLETE TRIANGLE IMMEDIATELY. N.E THING CO
PROJECT DEPT (ARCTIC-VSI)
INUVIK NWT



Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED

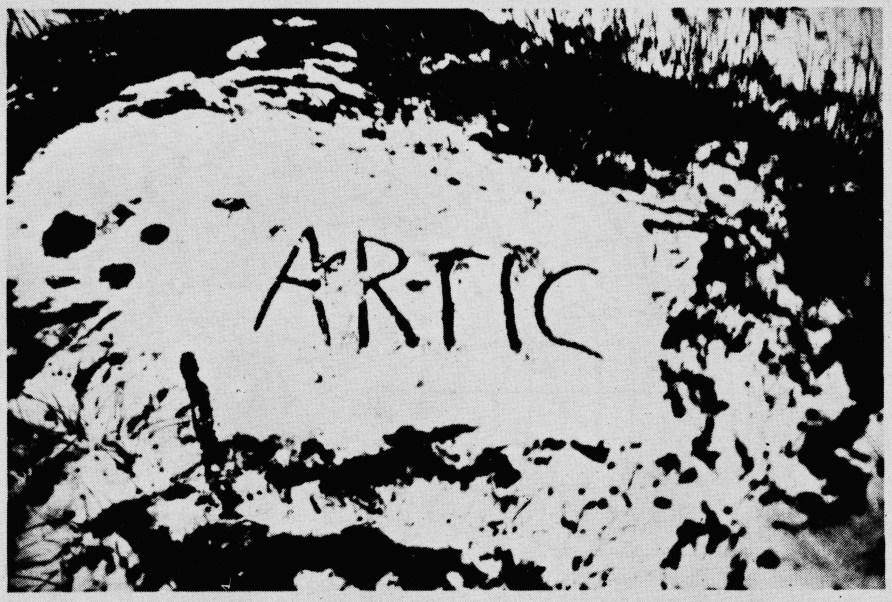
TRADEMARK ®

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	ARCTIC MISSPELLED, 1969, Inuvik, N.W.T. CAN.	1



Description

PLEASE COMPLETE AND RETURN

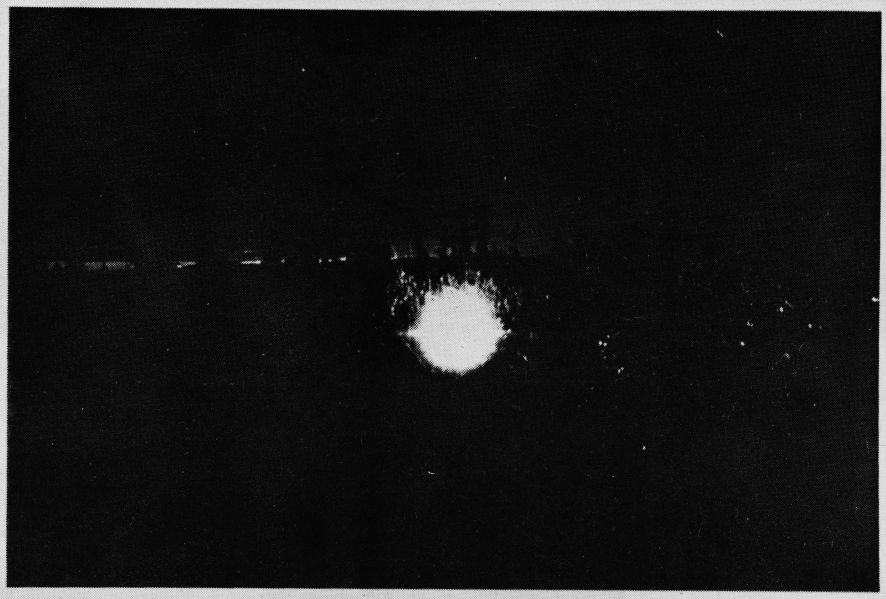
N. E. THING COMPANY LIMITED

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
© 1969	ARCTIC SUN REFLECTED, 1969, Inuvik, N.W.T.	1



Description

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N. E. THING COMPANY LIMITED

TRADEMARKS ®

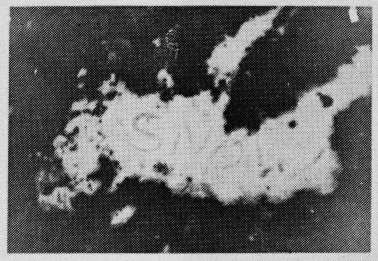
The sun at sunset inside the arctic circle reflected totally in a square mirror(24" x 24") placed at ground level.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	V.S.I. USING LANGUAGE & INDIGENOUS MATERIALS 1969, Inuvik, N.W.T.	1







Description

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	LOOKING NORTH FOR 1 MINUTE, 1969, Inuvik, N.W.T.	1



Description

Co-president of the N.E.THING CO. FACING NORTH for 1 minute inside the arctic circle. Compass was held in hand for proper direction

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	TREE SPRAYED WITH ARTIFICIAL SNOW - 1969 Pullman, Washington.	1



Description

In the fading winter this tree was sprayed afresh with artificial snow thus somehow prolonging the scene of winter.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1969	MIRROR N.S.I. - Mirror on Ice, 1969 Inuvik, N.W.T.	1



Description

Two reflective surfaces inposed one on the other.

Seal

INFORMATION

N.E.THING CO. LTD.
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Project
1969

LUCY LIPPARD WALKING TOWARD TRUE NORTH,1969,
Inuvik, N.W.T. Canada.

Number
1



Description

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N. E. THING COMPANY LIMITED

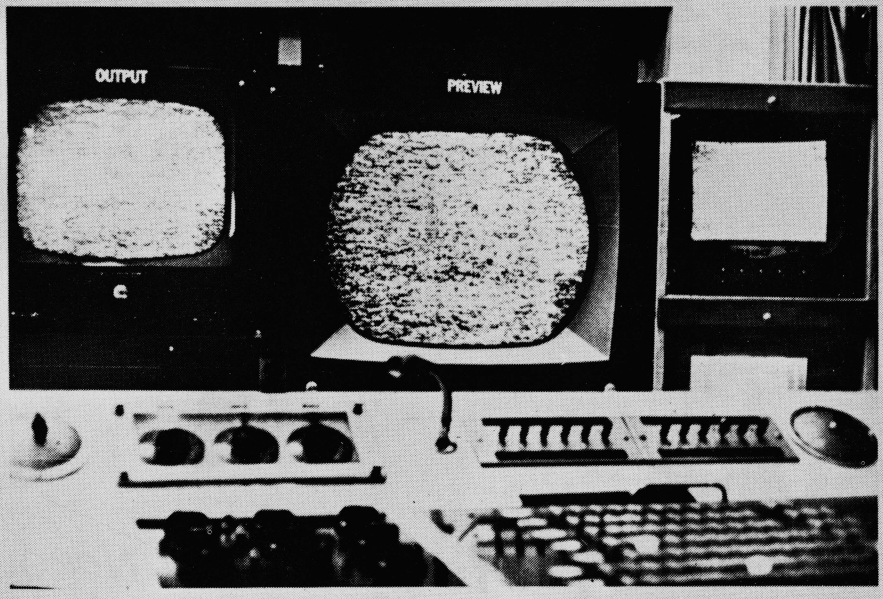
TRADEMARK ©

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1970	VIDEO V.S.I. - SNOW, 1970, Vancouver, B.C.	1



Description

PLEASE COMPLETE AND RETURN

N. E. THING COMPANY LIMITED
TRADEMARK ®

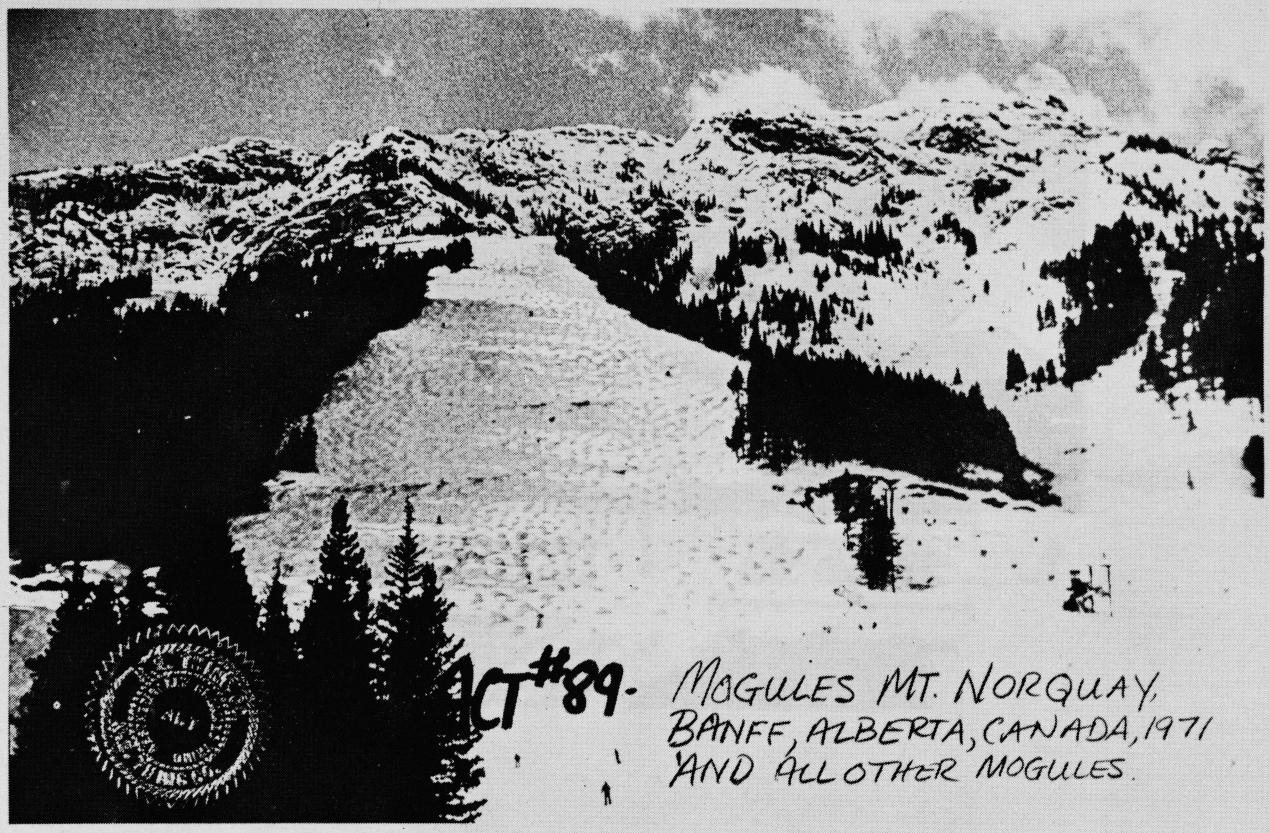
For a special Christmas program the N.E.THING CO. requested that Channel 8 T.V., Vancouver, create and transmit for 30 sec. T.V. SNOW to the viewers of Vancouver.

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1971	ACT no. 89 - Mogules, Mt. Norquay, Banff, Alberta, Canada, and all other mogules	89



Description

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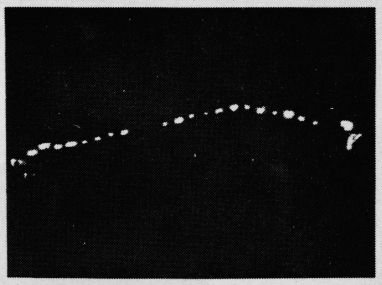
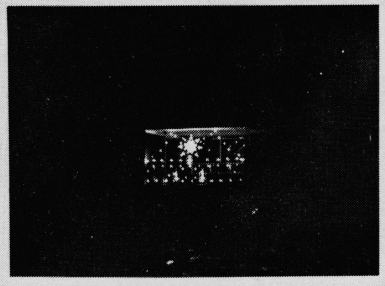
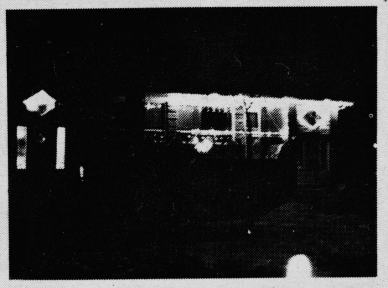
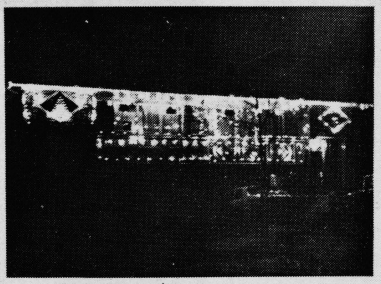
N. E. THING COMPANY LIMITED
TRADEMARK ©

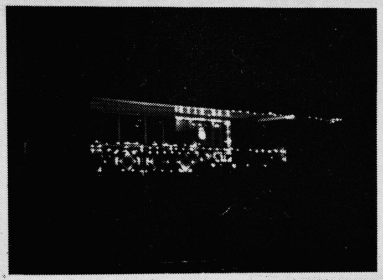
INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1972	FOLK SCULPTURE - Christmas House Lights	1






Description

PLEASE COMPLETE AND RETURN

Each one decorates their own house in their own way regardless of mass taste- thus creating individual sculptures in light.

N. E. THING COMPANY LIMITED
TRADEMARK ©

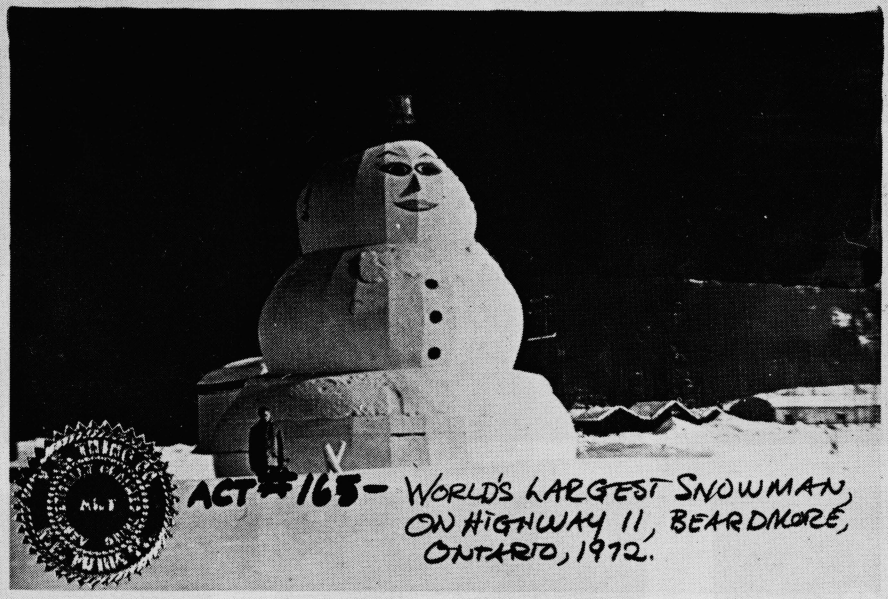
Se

THING SEAL

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1972	ACT no. 165, World's Largest Snowman, on Highway 11, Beardmore, Ontario.	165



Description

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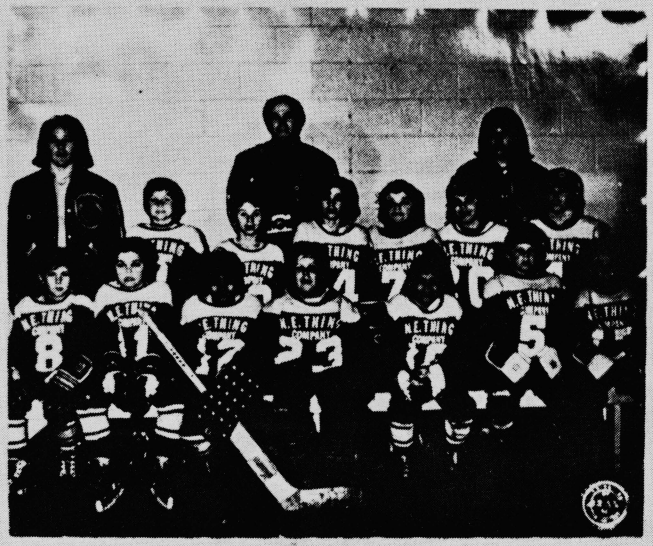
N. E. THING COMPANY LIMITED
TRADEMARK ®

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1972-1973	N.E.THING CO. LTD. HOCKEY TEAM, 1972-73, Toronto, Ontario, Canada.	1







Description

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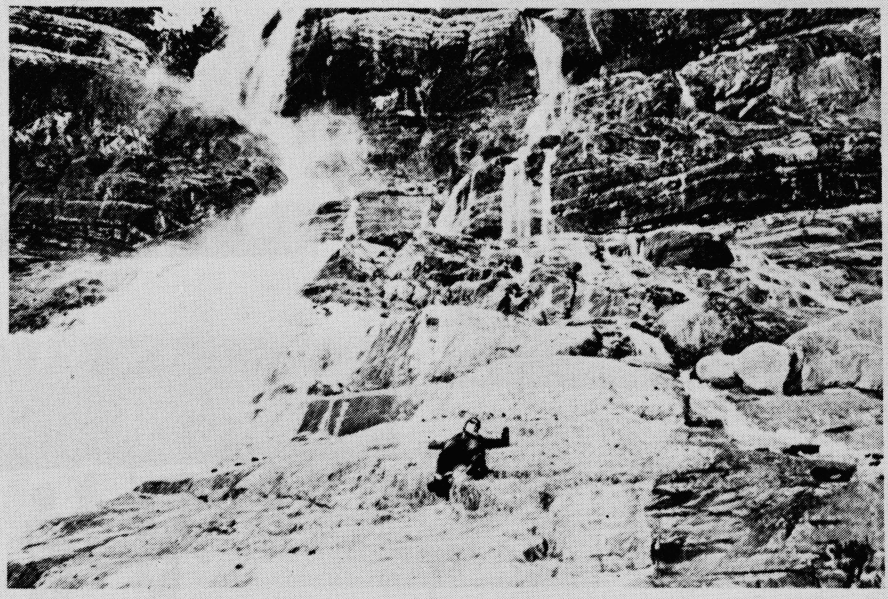
N. E. THING COMPANY LIMITED

Seal

INFORMATION

N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

Project		Number
1973	PEOPLE & NATURE, 1973, Bow Falls, Banff - Jasper Highway, Alta. Canada.	1



Description

At Bow Falls, Ingrid Baxter, Co-president, N.E.THING CO.LTD. attempted to flow down the rocks as does the water.

Seal

INFORMATION

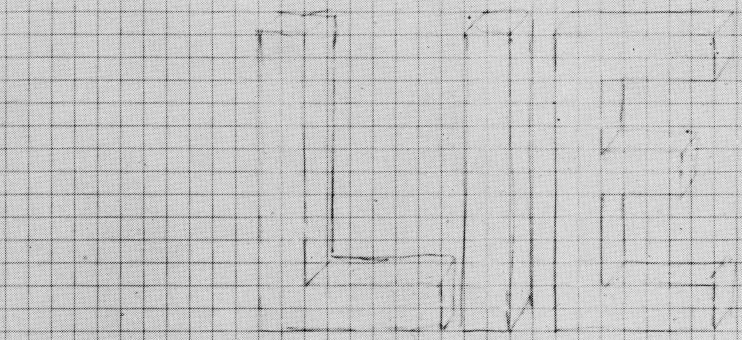
N.E.THING CO. LTD.
1419 Riverside Drive North Vancouver B.C. Canada tel. (604) 929-3662 Telex 04-507802 Cable Anything Vancouver B.C.

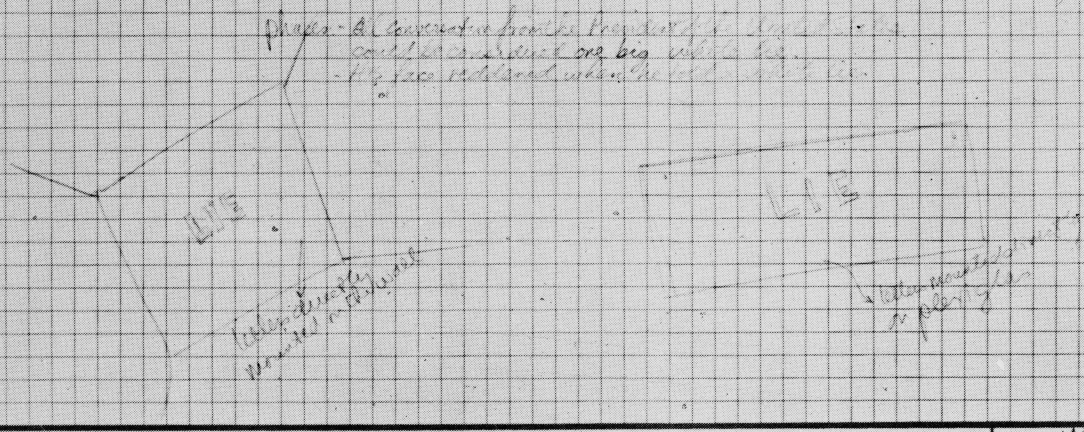
Project
1972-74

COLOR LANGUAGE RESEARCH: COMMON COLOR PHRASES

"WHITE LIE"

Number
10

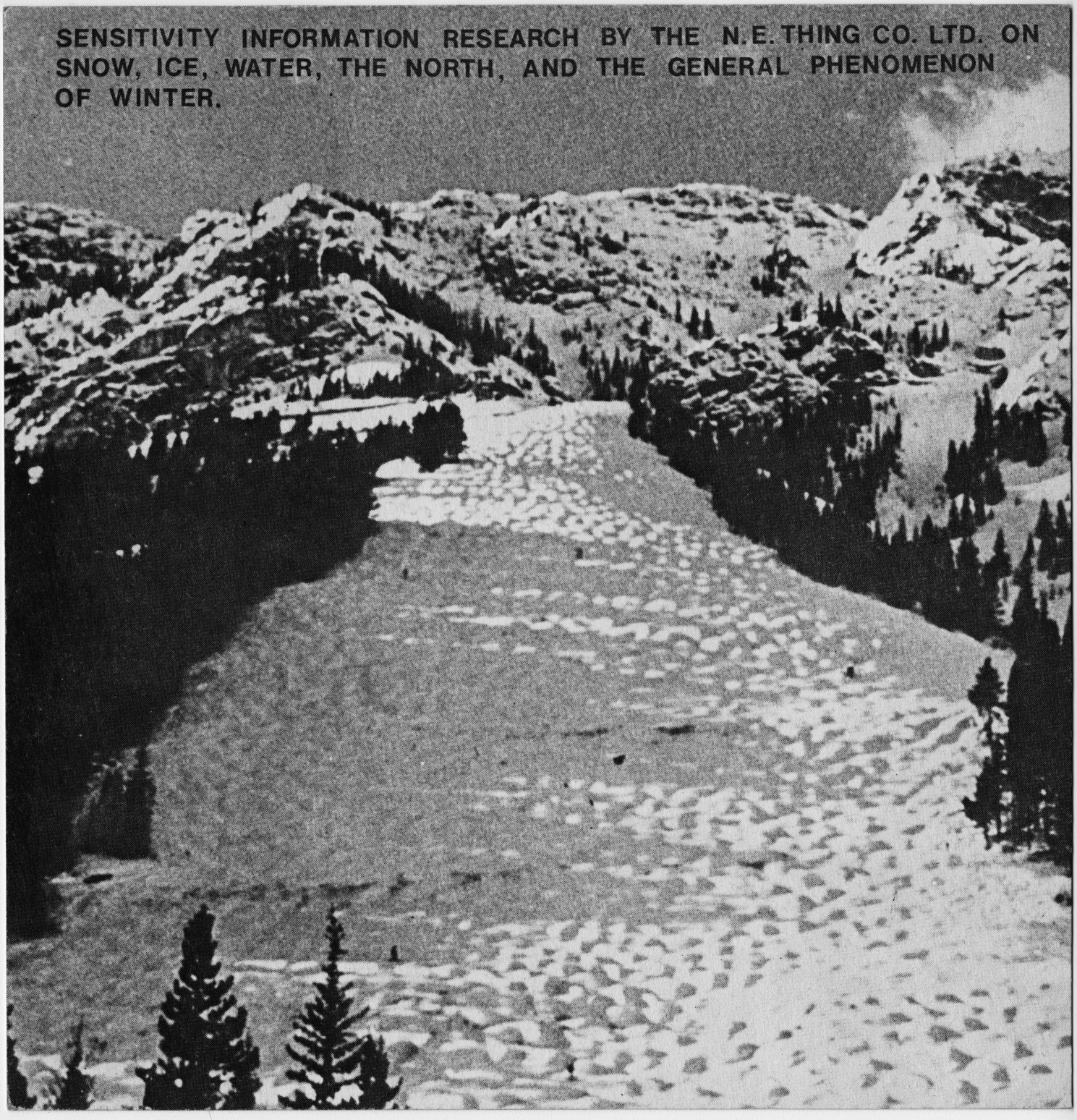




Description

N.E. THING COMPANY LIMITED

Sea


SENSITIVITY INFORMATION RESEARCH BY THE N.E. THING CO. LTD. ON SNOW, ICE, WATER, THE NORTH, AND THE GENERAL PHENOMENON OF WINTER.