

For more information, contact:  
Taylor K. Long  
+1 347.830.6271  
[media@markbattypublisher.com](mailto:media@markbattypublisher.com)

## **MBP Presents *Everything That Can Happen In A Day* New Book Proves Anything Can Happen In A Day**

**New York, NY - December 6th, 2010** -What does it take to snap someone out of their daily routine? Over the course of 2009, artist David Horvitz explored this question. Using a tumblr blog, Horvitz sent out directives on a daily basis, encouraging people to take action and infuse their day with whimsy and creativity. Ideas ranged from something as easy as doing nothing for an entire minute at work to something as unexpected as accompanying mail carriers on their routes, or hanging art shows in phone booths. Not only did people respond, but they also documented their actions. [\*Everything That Can Happen In A Day\*](#) features some of Horvitz's favorite ideas as well as quirky and captivating images of how people interpreted his cues.

Horvitz writes, "In the original description for the project, I called these ideas 'open source,' with the hopes that people would not consider them my ideas, but everyone's ideas. If people did them, they wouldn't be doing them to complete one of my ideas, but do them for the sake of the idea. And also, that people could change them to fit their own situation, or be inspired to think of something different."

From giving a flower to every cashier you purchase something from to capturing a photograph of yourself sticking your head in a refrigerator, Horvitz's project reminds readers that "nothing will happen unless you first initiate a process of cause and effect."

### **About the Editor:**

David Horvitz is an artist whose work adopts a nomadic personality, shifting seamlessly between the Internet and the printed page, the West Coast, East Coast, and beyond, avoiding any particular definition or medium. Born in Los Angeles and currently based in New York--although his location may change at any given moment--Horvitz frequently encourages participation from both his friends and a web-based audience for his projects, channeling the spirit of conceptual artists who reach out to a community greater than their immediate surroundings. He infuses his practice with generosity and free distribution. He is the author of [\*Xiu Xiu: The Polaroid Project: The Book\*](#), and has a piece in [\*The Open Daybook\*](#), which are available from MBP.

### **About Mark Batty Publisher**

Mark Batty Publisher (<http://www.markbattypublisher.com>) is an independent publisher dedicated to making distinctive books on the visual art of communicating, showcasing the visual power and innovation of contemporary culture in all of its varied poses. Today, the visual comes at us from more places than ever, and its dissemination is faster and more advanced every year. Books from Mark Batty Publisher capture this acceleration on the pages of every book. Affordable, well designed, thoughtfully created, and produced to last, MBP books are artful products that readers want to hold onto forever.

### ***Everything That Can Happen In A Day***

**David Horvitz**

**Page Count: 128 pages**

**Size: 7 x 9 inches**

**Format: Casebound**

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For a review copy, more information, or to schedule an interview with the author, contact +1 347.830.6271, [media@markbattypublisher.com](mailto:media@markbattypublisher.com).