

MSN 0007 - 0002-022

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4 September 1996

GENCOR

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THE GENCOR CONTEMPORARY ART COLLECTION
GUIDEBOOK GUIDELINES FOR WRITERS

Following our informal discussions, Gencor Limited (â\200\234Gencorâ\200\235) would like to formally invite you to write an article for the forthcoming Guidebook to the Gencor Art Collection. Without creating any legal obligation to do so, Gencor intends to procure the publication and distribution in South Africa and possibly abroad of the Guidebook on any basis and for any purpose it deems appropriate, including, without limitation, on a commercial and marketing basis. Please keep in mind that the Guidebook is aimed at a general audience and that for this reason, you should avoid using obscure, technical or academic terms.

As space will be very limited in the Guidebook please try, where possible, to limit the number of footnotes and endnotes notes used. The proposed length of each article is 3000 words with a â\200\234less is moreâ\200\235 philosophy. If you find that this is too short for you to be able to fully explore your selected subject please discuss the matter with Kendell Geers as soon as possible.

Provided that your article is received before 12h00 on 30 October 1996, you will be paid R1 500 (inclusive of Value Added Tax) . Please note, however, that Gencor is not obliged to use your piece, or ultimately, to procure any publication or distribution of the Guidebook. We may also need to edit your article, in our discretion. Although the final deadline for submitting the article is 12h00 on Thursday 30 October 1996, you are urged to submit long before that date. You are also encouraged to let us have a copy of your article on a computer disc in Micro-Soft Word or WordPerfect.

The writers that we have invited thus far include Julia Charlton, Okwui Enwezor, Kendell Geers, Ashraf Jamal, Olu Oguibe, Elizabeth Rankin, Colin Richards, Lesley Spiro, Elsa Miles. However, we may still invite other writers.

Please sign and return the attached duplicate of this letter in order to confirm:

Gencor Limited Reg. No. 01/01232/06

Directors: B.P. Gilbertson (Chairman), R.J. AngelÂ\$, D.C. Brink, M.H. Daling, M.L. Davis, A.S. du Plessis, D.L. Keys, G. Maudeâ\200\231, J.M. McMahonâ\200\231, D.J.C. Munro*

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