Sara Angel reveals, today it is clear that GI’s art had remarkable prescience. The following to AIDS). As ACI’s publication and Zontal were later diagnosed with HIV (in 1994 both died of causes related created works they could spread “like a media virus.” From 1987 onward, their “THREE HEADS ARE BETTER” declared General Idea in 1978. Bronson, Partz, and 1995 (no. 37688.1-1825). Courtesy of General Idea. © General Idea. Photo credit: Cheryl O'Brien. This deeply charged installation—made of three hundred 120- by 240-centimetre straw), dimensions variable. Installation view from General Idea’s from the Villa Dei Misteri of the 1984 Miss General Idea Pavillion) “LOVE” with “AIDS.” From this moment on, the AIDS “logo,” as it became known, “multiples”—low-cost works of art meant to be distributed in the manner of distance the trio kept their collaboration going via calls, faxes, and frequent General Idea’s creativity continued to surge after 1986 when they physically General Idea created. Viewers are meant to question the placement of the adrift seal ringing little bells every two to four hours and you have to take two of this and I Idea. © General Idea. Photo credit: Thomas E. Moore. In 1989 and 1990, respectively, Felix Partz and Jorge Zontal were diagnosed young men and women. It became a critical part of the group’s identity, but in 1977 the GI’s Pageant alleged ruins of and artifacts from the pageant pavilion, reporting that it had Fin de siècle, 1990, installation of expanded polystyrene with three stuffed faux seal pups (acrylic, glass, and Island Time, 1987, National Gallery of Canada, Ottawa One Year of AZT speaks to how the passing of time became marked by Viewers were meant to question the need for the ad and the disease it played on the general psyche. The work was meant to point to the powerlessness of the government, the medical establishment, and the media. It was a commentary on the invisibility of the patients and the marginalization of the AIDS HEART Siemens “ cáo I Ideas, 1976, by Robert Indiana (1928–2018), but replaced the word I Idea Pageant, 1992, lacquer on vinyl, 225 x 150 cm, edition of three, various The Power Plant, Toronto, 1992. Collection of the National Gallery of Canada, Ottawa. One Year of AZT, 1991, National Gallery of Canada, Ottawa. Playing Doctor, 1991, 1,825 One Year of AZT, 1991, Chromogenic print (Ektachrome), 75.9 x 63.4 cm, edition of three with one artist’s proof, various collections. Courtesy of playing on the general psyche. The work was meant to point to the powerlessness of the government, the medical establishment, and the media. It was a commentary on the invisibility of the patients and the marginalization of the AIDS HEART Siemens “ cáo I Ideas, 1976, by Robert Indiana (1928–2018), but replaced the word I Idea Pageant, 1992, lacquer on vinyl, 225 x 150 cm, edition of three, various The Power Plant, Toronto, 1992. Collection of the National Gallery of Canada, Ottawa. One Year of AZT, 1991, National Gallery of Canada, Ottawa. Playing Doctor, 1991, 1,825 One Year of AZT, 1991, Chromogenic print (Ektachrome), 75.9 x 63.4 cm, edition of three with one artist’s proof, various collections. Courtesy of