

The Kitchen Center for Video and Music

press release

Pictures & Promises

A Display of Advertisings, Slogans and Interventions

Curated by Barbara Kruger

January 8 - February 5, 1981

Tues-Sat 1-6pm

Opening Reception: Sat. Jan. 10, 4-6pm

The Kitchen, 484 Broome Street

Tel: 925-3615

From January 8 to February 5, The Kitchen Gallery will present PICTURES AND PROMISES, A Display of Advertisings, Slogans and Interventions curated by Barbara Kruger.

"The advertising industry's forays into T.V. and print media have cued generations of readers and spectators, encouraging a constancy of utopian projection and consumerism. The lure of identification, the "this could be you" of it all, surfaces through various motifs, from the sleek suggestions of the fashion photograph to the crazy sloganeering of late night television. That artists have chosen to engage the codes of advertising aesthetics suggests the ease of popular visual language. The subsequent works seem to trade meanings through an appropriation of device, allowing for a doubled address, a coupling of the ingratiating of wishful thinking with the criticality of knowing better.

The quotational qualities of these words and pictures remove them and their "originals" from the seemingly "natural" position within the flow of dominant social directives, into the realm of commentary. This comment, at times, alternates ideas of presentation, seduction, interruption, representation and the impossibility of opacity. The consideration of the works of mass aesthetics alongside those emerging from an individuated or romantically collaborative context may prove instructive as to the possibilities of commentary with greater access, a popular demystification.

With this in mind, this display coincides magazine and newspaper advertisements, artists works, television commercials, posters, "commercial" photography, corporate insignia and public signage. Perhaps this reading will suggest questions concerning equivalence, publicity, sexual representation, popularity and property. Or perhaps the suggestions will be completely different."

Barbara Kruger

484 Broome Street between West Broadway and Wooster, New York City