

THE KITCHEN

CENTER FOR
VIDEO, MUSIC
AND DANCE

PICTURES
PROMISES
DISPLAY

1. RICHARD PRINCE (courtesy of Metro Pictures)
2. RICHARD PRINCE (courtesy of Metro Pictures)
3. JIMMY DE SANA, ad for "Art et Industrie" catalogue in Fetish Magazine
4. JIMMY DE SANA (courtesy of Stefanotti Gallery)
5. left: Real Life Magazine (Winter, 1981)
center: VICTOR BURGIN
right: Kodak Photographic Paper carton
6. JENNY HOLZER
7. Jewel ads
8. ANDY WARHOL (courtesy of Castelli Graphics)
9. MATT MULLICAN (courtesy of Mary Boone Gallery)
10. PAUL WOMBELL, 1975
11. left: KLAUS STAECK, 1974. right: East London Health Project
12. HANS HAAKE (courtesy of John Weber Gallery)
13. left: VICTOR BURGIN
center: General Electric ad
right: VICTOR BURGIN
14. JOSEPH KOSUTH (courtesy of Leo Castelli Gallery)
15. Corporate advertising
16. JENNY HOLZER
17. BARBARA KRUGER
18. CINDY SHERMAN (courtesy of Metro Pictures)
19. CINDY SHERMAN (courtesy of Metro Pictures)
20. Gentleman's Quarterly
21. Sony ad
22. VICTOR BURGIN (courtesy of John Weber Gallery)
23. JAMES COLLINS (courtesy of Max Protetch Gallery)
24. SHERRIE LEVINE (courtesy of Metro Pictures)
25. RICHARD PRINCE (courtesy of Metro Pictures)
26. RICHARD PRINCE (courtesy of Metro Pictures)
27. Carol Horn ad
28. LAURIE SIMMONS (courtesy of Metro Pictures)
29. PAUL OUTERBRIDGE (courtesy of Robert Miller Gallery)
30. PAUL OUTERBRIDGE (courtesy of Robert Miller Gallery)
31. JENNY HOLZER
32. LAURIE SIMMONS (courtesy of Metro Pictures)
33. Liquor, Clothes, Perfume (Male) ads
34. JAMES WELLING (courtesy of Metro Pictures)
35. LES LEVINE (courtesy of Ronald Feldman Gallery)
36. Female, Fashion and Gesture ads
37. DARA BIRNBAUM
38. DARA BIRNBAUM
39. DARA BIRNBAUM
40. JENNY HOLZER
41. BARBARA ESS
42. JOHN STEZAKER
43. JENNY HOLZER
44. JENNY HOLZER
45. Miscellaneous covers and advertisements
top: Dow Chemical ads
bottom: MARTIN COHEN
46. Collier's Magazine ads, 1940s
47. ELIZABETH KULOS
48. far right: HANNAH WILKE
49. JERRY KEARNS
50. Greeting cards
51. Miscellaneous magazine advertisements
52. Arco ad, 1980

PICTURES & PROMISES: a display of advertisings, slogans & interventions
gathered by Barbara Kruger.

Commercials 1947-1963 are from the Nachowitz Diamant Collection of Classic
Television Commercials at Brooklyn College.

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PICTURES
PROMISES
VIDEO SECTION

1. OLD GOLD CIGARETTES with Dennis James. The original tap dancing box-girls. " .. made by tobacco men .. not medicine men if you want a treat instead of a treatment .. get Old Gold Cigarettes " 60 secs
2. MARLBORO CIGARETTES with one of the original Marlboro men. " .. I'm a guy who likes to work on my car .. I get to working on it and I even forget where I am .. what time it is I even forget to eat" "But you don't forget to smoke though .." "I always smoke when I work .. they go together." 60 secs
3. NEW STEAMER SHOWER MASSAGE FROM WATER PIK "Soothing and relaxing ... from a gentle spray to a super hard pulse ..." 30 secs
4. FLASH GORDON, the film. "In a last ditch attempt to save the earth ... Can flash succeed? Will Flash survive?" 53 secs
5. NAVY. MISSILE EXERCISE. ATLANTIC RANGE. "The Navy ... over 75% of our jobs give you technical training Fire .. Birds Away! ... it's not just a job, it's an adventure!" 58 secs
6. MUM New Mum now has a secret weapon. " .. The doctor's deodorant secret .. now contains M-3 for security reasons .. Mum's the word ... " 58 secs
7. THE CHEMSTRAND CORPORATION, MAKERS OF FINE NYLON YARN. "If that's your trick .. you're an un-hip chick .. here's why A lady isn't dressed unless her legs are too (dazzle a man)" 58 secs
8. REMY/GRAND CENTRAL: TRAINS AND BOATS AND PLANES
DARA BIRNBAUM (c)1980
Commissioned by Remy Martin for Grand Central Station. This is a "coke and jean ad" for Remy - with a twist .. a snack-en-route for the commuter whose rather mundane task is to wait and travel through ... here's looking at you, kid 3 mins 51 secs
9. C'E ... Candice Bergen for ... "I can wear it when I'm Miss Bergen ... I can wear it when I'm Candice ... and I can wear it when I'm just plain Candy ... It's that simple and that complex ..." 30 secs
10. L'AIR DU TEMPS, NINA RICCI "something's in the air ... dreams are everywhere in the air ... what a lovely feeling ..." 30 secs
11. CHANNEL NINE'S CHILDREN. Logo. 10 secs
12. PET EVAPORATED MILK. Lullaby and good night music. "Your baby ... yours to love, protect, care for to be sure he gets the best of milk ..." 1 min 20 secs
13. CHEVROLET. "What a gal, what a night, what a car" 1 min 05 sec (extract)
14. AVCO EMBASSY. Film logo. 10 secs
15. CHERYL TIEGS FOR SEARS. "o-o-uu that fit .. it's got to be Cheryl Bet your bottom dollar!" 10 secs (extract)
16. CHERYL TIEGS FOR OLYMPUS OM 10. "You can't take a bad picture, Cheryl .. Neither can you with the Olympus OM 10" 30 secs
17. REMY/GRAND CENTRAL: TRAINS AND BOATS AND PLANES. A repeat .. but well worth it

Program Notes: Dara Birnbaum / Barbara Kruger - 1981