

Effect of performance of text and image that are against common states

Azadeh Farmahini Farahani*, Nima Varamini

Department of Graphic, Elm o Farhang University, Iran

*Corresponding Author email: azy41502@yahoo.com

ABSTRACT :The purpose of this paper is to introduce one of pioneer in the field of post-modern, Barbara Kruger, that is acted as photographer and graphic. In her opinion feminist is one of the most vociferous movements that have different issues in either agreement or disagreement direction. She is post-modern artist that fights with common meaning of photographs and she caution audience mind to other meaning of photos and also she tries that people obtain new meaning from them. It is tried to study different aspects of Kruger works, styles related to her works and field of her thoughts. Also we study on her biography and process of her work during time.

Keywords : Barbara Kruger, Postmodernism, Feminism, Artistic styles, Modernism

INTRODUCTION

One of elements of Postmodernism art is use of previous known art and putting it in a new art. Namely, with transferring desirable concepts of previous artist, understanding new concept is easy. She puts pictures inside harsh slogan.

(Janson,2006)

Her art blames general theory of fields of related to all people .she is concerned about pressure that is applied through the most dominant form of image processing, image processing language.

In this paper it has tried to collect some her examples and analyse them so that become familiar with his Thoughts. Because he acted in field of graphic and photography, she is Woman's right, namely Feminism. The purpose of this study is to survey her art in transferring messages and visual communication via identifying structures and visual examples in different branches of art of graphic, also she tries to answer these questions:1)what effect does her art have one feminist art? 2) Does slogan in her art affect people and does it attract people?

BIOGRAPHY

Barbara was born in New York ,New Jersey, in 1945. Her family was rather poor. She enters Syracuse University in 1964. She come back home because of her father's death. Then she made a decision to attend in training sessions of Parsons School of Design. Later, one of her professors named Israel encouraged her to prepare a professional portfolio.

She applied for working at Conde Nast press, and it was the first experience of her.

She starts her work there and progresses. Then, she took over designer of an national magazine. She turned to art world in 1969. In this time had reduced effect of Pop and Minimalism.

It was male dominion and she doesn't pass from society changes of 1970. She commences to say poem in 1970. She published her poems in Tracks magazine. Doubt was clear in her visual art. She has painted for fun for one year.

Her painting was shown in Whitney Biennial named "time 2 AM-sweet". Also, she holds two single exhibitions in New York.

She left New York for going to California University in Berkeley in 1976. She has taught there for 4 years. She adds some words in some selected images in collection of her layered photographs that created from 1979 to 1983. She added some words on pictures.In the late of 1970, she met Barbara Bloom and David Salle.In 1981, her art set in a collection named "Public Address". His presence in this group led a condition for her to appear her art characteristics(Kruger,1994). Their background has a revealer's quality. Visual quality that swarm to viewer. She focuses to her books and others for expansion of world. Expression of speech, contrary to what is constantly repeated isn't for communication but it is for binding.

Now, she lives in Los Angeles and she is active in field of women art.

Areas of performance Barbara Kruger

Her ideas are rooted in tradition that woman are fettered for centuries. Their beliefs are captured and they think their duty is just dusting and obviating mail needs and finally taking care of children. She sees the affair in other dimension; she breaks old frameworks and creates new images. Her purpose is fight with repression force of feminine power. She cause people think of themselves, who are they? Where are they? Where do they live? How is their freedom? What problems do they have? What is their gender, Dominant (man) recessive (woman)? She breaks all of these Interpretations and she wants woman lost rights.(Smith,2002) She becomes familiar with modernism characteristics and adapted herself with that. She goes ahead in this field and creates art with principle of Postmodernism and index characteristic and finally find her strong site and wants that rights of woman be equal to man. She speaks from heart of old society woman and synchronized other woman with herself. Feminism is a part of attention to another that has emerged in scope of race, ethnicity and gender; she could fix her site as a pioneer. Indeed, feminism divide into different branches that is include of first wave, second wave and third wave. She is from artist of third wave. In addition to her woman's right, express conditions and man characteristics as a satire and with this bitter satire impugn the society because of seeing women as a instrument. Her group believe to must avoid from evoking woman for man that aren't pleasant.

She has few side slogans and change repeated statements with firmness and impartiality, also she exhorts to accept Exhortations defiant. She uses two elements in her arts, first, some pictures cut from magazines (even advertising photos), second, some text taken from magazines.(Gillick,1994) The combination of two methods put pictures and texts together and cause that people think deeply. One of her main purpose was subject of woman and historical a cultural rights of woman that has ignored. Feminism is a try for releasing pressure of Sex Discrimination and also it is a try for cleaning the earth from force or patriarchy.(Mir Hossein,2005)

Woman is used for consumerism, also they used for Customer-friendly images.

These questions it focuses on this subject, how is culture built from images and words? How are we get deceived past people world?

ANALYTICAL WORKS BARBARA KRUGER

Her art is other subject of politic. In all text the word "you" related to men and word "we" related to women. (herfeh,2004)

Many of her arts offer to alienation and the absence, for instance, "I have no value for you" or "you are happy from other deficiencies". She collects imperative sentences poetically. Then, she shows them in brass memorial tables or car labels.(Rocky,2003)

She puts the word on the picture. She offers many-sided political statements and doesn't accept exhortations defiant.(Carol,1987)

Her art is different because of all these, also because their contents are about power not decline.(Moris,1979)

Her art is the most interesting image-oriented art, because the most effect of them are via image. She plans or builds her language. She speaks with alternative language. Blame sequence in the text offers "you" and her images have fundamental subject.

First case is economical power. In this group occasionally uses money for convey meaning, and sometimes she points that. It shows relationship between money and power, the subject that economic like politic express it. The second subject is political like politic express it.

The second subject is political aspects of affair mentionable above. The other index of her art is selecting colour and combination of colours in the page.

For example we can name colour red and black. Black is sign of expertise, sophistication, charm, ambiguity and complexity.

Red is sign of Excitement, power, sex, passion, speed and danger. Combination of these two colours is suitable to exposure other visual elements.

Her main concern is the pressure that creates via the most dominant type of image processing, Image processing language.(Bryson,1985)

Styles associated with works of art Kruger

Barbara Kruger has inspired from some styles that help her in her works. For an instance, she uses style of Art and Language for using concept in style of "Art and Language" for using concept in Visual Arts with linguistic structure and also in descriptive words. In art of "Untitled Pray / 2001" is seen this current.

She also note to Bolshevik style.(Tandis Art Magazine,2005) In arts of artists of Bolshevik is uses colourful signs, black and white. For example, we can name art of "You make history when you do business".

The style of Minimalism is seen in her art. This style has simple expression and method and it is empty of the complexity and ambiguity and also has exhibition layout. (unique, 2007)

As you know, Photomontage is created by different countries artist. In this style, the only image is not used, but Grover and Fabrics post print is used. (Prince, 2009)

The only image can't have power of expression of one of Photomontage, because it is based on imagination that is different from real world. This is seen in "Look Like Us / 1989, 1990" significantly. The main capital of style of Pop art artists are popular culture, mass production, environment and television advertising. It can be an intellectual style with a critical look to consumerism specially in America. However, this mental feature has brought challenging.

Analysis of the most vociferous posters

poster

"It's a Small world But Not If You Have to Clean It "

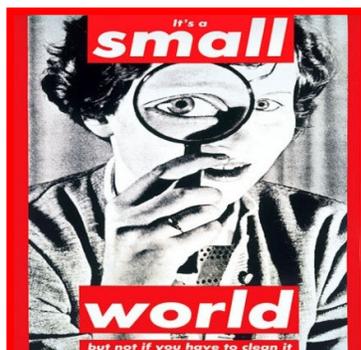


Figure 1. "Untitled (It's a small world)"

In this poster a woman has a magnifier in hand that is written on it is a small world. The concept of patriarchal power of under magnifier shows itself. World is small but not when woman wants clean it, woman must clean because of her historical task. The size of home that she must clean, even if it has just one room, is equal to all of her life. (Kruger, 1994) Use of black, white and red colours is one of features of her work that is seen in art of Bolshevik in Russia. It is a vertical box and position of the lens is in point of the golden part of the box. Body mode causes to turn the eye and finally, letters transfer concept very soon.

2-poster

"We don't need another hero "



Figure 2. "We don't need another hero"

We see a small girl and boy in this picture. The arm of boy is up to sign male power and the girl point. Due to its slogan can be received that it is designed for protest the physical strength and Male sexual power that is tried to show from childhood. In fact, the girl objects the boy that shows his arm as a power. She shows an accusation in behind of background that it reflexes in different level. (Holzer, 1992). Our manly pattern reminds extremely discipline and extremely patriotism values. Red frame causes that eyes focus on image. Triangle move turn eyes toward hands and feet. Words in red place are shown like eyes simultaneously.

3-poster

"We won't play nature to your culture "

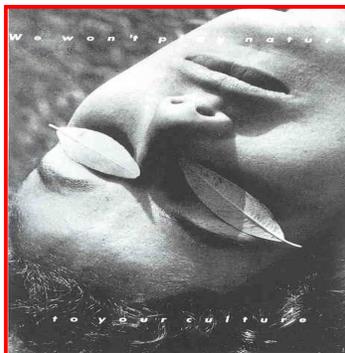


Figure 3. "We won't play nature to your culture"

The meaning of her art is summarized in this art. The word "chaos" is a set against woman face that her eyes are covered. She can't cover or speak and she is in a strange conditions. Maybe she appears the first example of mysterious woman. She creates stereotyped image by word and letters. The text is echoed with criticism. She shows analyses of society mechanism, nature of woman culture and distribution of woman culture behaviour. She eliminates war on culture so that woman faces to their real position.

4-poster

"Your gaze hits the side of my face"



Figure 4. "Untitled (Your gaze hits the side of my face)"

An image from stony head in form Collage, perhaps she points to power of look of her art; In "Your Gaze Hits the Side of My Face," a stone bust of nondescript everywoman takes the focus, her bright white outline contrasting sharply with the pitch black background. With no arms or legs, the woman has little agency. She blankly stares ahead, away from the viewer. The viewer's gaze, then, literally hits the side of her face. "Your gaze hits the side of my face," her thoughts seemingly echo. With the text superimposed on the image, this leaves the viewer in an uncomfortable position: as the image draws the viewer's eyes to the woman, the viewer feels somewhat a voyeur: apparently, the woman does not want the attention, but she has no choice but to oblige the viewer's eyes. The wording choice of gaze also connotes the male gaze, which according to feminist criticisms, objectifies women while normalizing men, which seemingly occurs in this image.

5-poster

"Buy me, I'll change your life "

CONCLUSION

Barbara Kruger is a postmodern artist. She combines photos and writings of magazines and newspapers create a new title on pictures and she uses special graphic until reaches rational expression. She breaks the foundations and can obtain a new meaning. Therefore, a person that sees them have to try for obtaining new meaning. She tries to awaken mind by emphasizing titles and obtain new meaning.

Although Kruger is designer, it is shown contents more than images. Today, woman tries to rescues from the unfair sex pressure. However, many problems creates from dominant power include of pressure on the poor, war, refugees, valueless to labour, environmental destruction and women's rights and placed it on top. Feminism is an attempt to get rid of pressure of sex discrimination. It is an attempt for cleaning the earth from power and force. She shows role of power in human relations also she shows its effect on treatment with

woman and family issues. Her work is simple. She focuses in specific problems and there isn't usual complexity that is in postmodernism work. This is one of conditions cause that her works are acceptable.

All gallery, exhibitions of works of quality in museum, prestigious journals, Clubs and media are eager to shows her art.

When nature of an art is critic of powerful people and their discipline find a general validity and any one can't remove its effect by forbidding it.

She objects to some media that proselytes some ideas that she fights and they use her brand. One of active artists in feminism is Barbara Kruger.

One of characteristics art of Kruger is role of slogan and words also colour analyses, integration symbol and white-black pictures are from the other her art characteristic.



Figure 5. "Buy me, I'll change your life"

This poster refers to a network of interests that concentrate consuming and money as a security for male power. Also in this posters, toys and moody image insect eye is the seduction of their background and behind this reveal a hidden identify that in order to control social, economic and sexual is focused. In terms of other Pictures are ways of world making not just world mirroring. In modernity as Heidegger argued, we live in the age of the world picture by which he mean that in our technological world the world has become a systematized represent object of techno-scientific rationality and consumer culture: We live in a world pictured as consumption:" Buy me, I'll change your life" If this is one way to interpret the pictorial turn, then in a digital world, pictures are a second nature that human beings have created around themselves. We live unframed by pictures. The advertisements are really saying "Buy me, I'll change your life" to us, and what we're being sold is not real-world products but simulacra like "the social construction of a happy life". Happiness is consumption.

6-poster

"I shop therefore I am"



Figure 6. "I shop therefore I am"

We can see a small hand kept a placard that is wrote on it "I shop, therefore I am". Thus, she defines consuming as signal of identity. This is a reference to Descartes that express it in form of extremist. He established awareness as knowledge. Thus, the modern meaning of herself institutionalize for us. This event is more than a lampoon of Descartes sentence.

7-poster

"You produce an infinite sequence of originals"

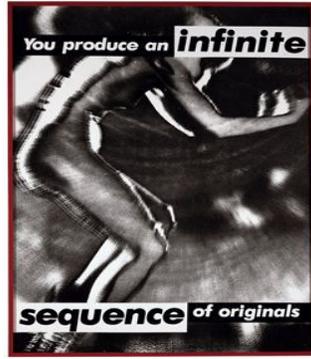


Figure 7. "You produce an infinite sequence of originals"

When she writes this sentence on image of a woman who is painting, She points how is our considered concepts related. Also its course or recount of unique cover versions worthless romantic ideology heritage. But contemporary market has done maximum use of it to create the illusion of shortage.

Maybe cases that mentioned above were just a reference to contents, but there are many points inside them. Cases that any woman doesn't speak about it and she just think of it.

Chart Analyse

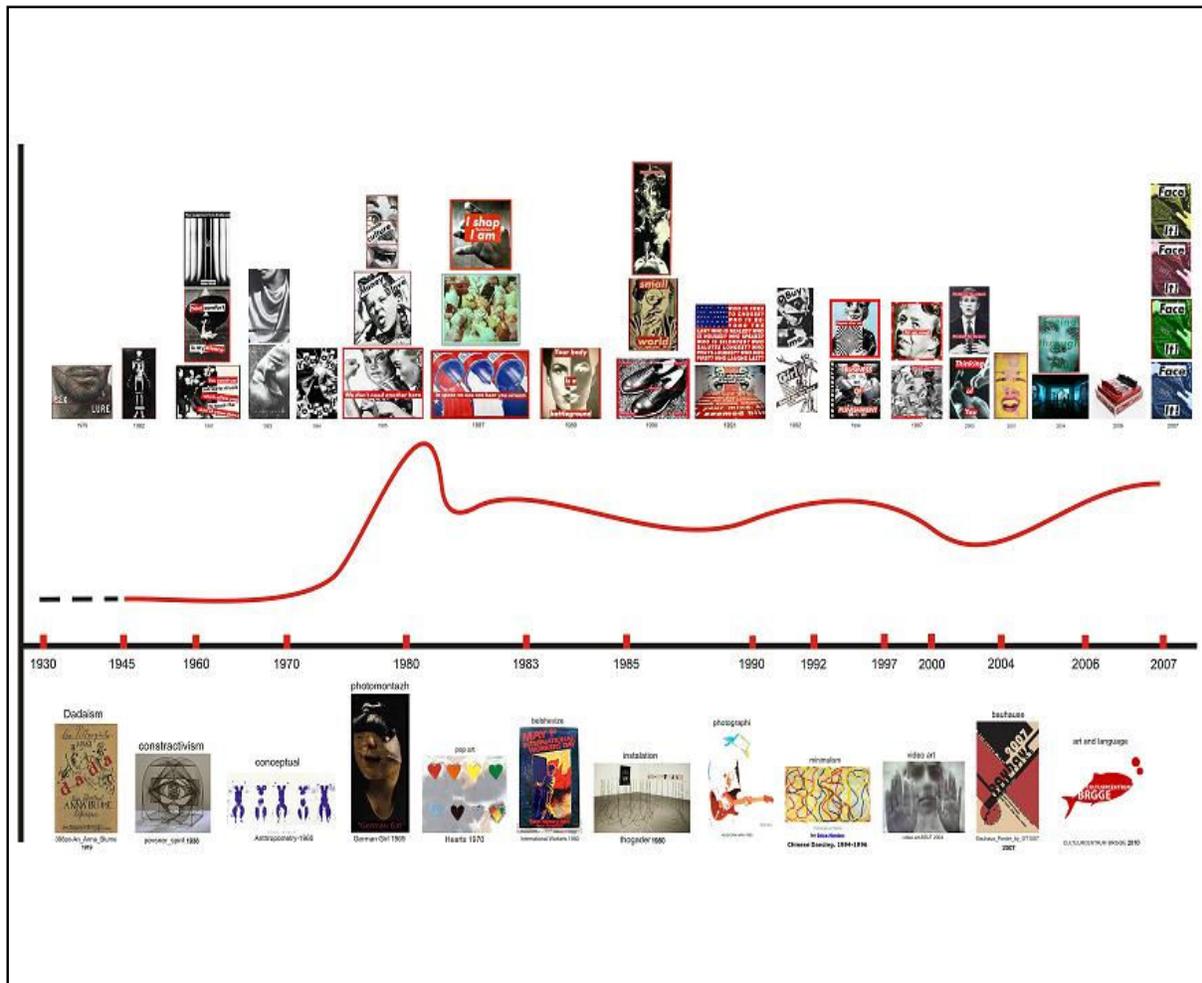


Chart 1. Kruger works in consecutive years"

This chart is showed process of Kruger works in consecutive years of his artistic life. Also there is a comparison with styles associated with her works. It is include of two cases:
First, there is a slow movement and it increases during time. Although there were some swings, it is always in highest level.

REFERENCES

- Barbara K. 1994. Remote Control: Power, Cultures, and the World of Appearances. herfeh-honarmand magazine, artist and No. 6 Winter 2004.
- Janson HW, Janson AF. 2005. History of Art. Harry N. Abrams, Inc., Publishers. 6 edition. January 1,
- Jenny H, Barbara K. 1992. Mainlining Postmodernism: and the Art of Intervention Postmodern Culture - Volume 2, Number 3, May
- Karen R. 2003. Interview Karen Rocky Barbara Kruger." Art in Question. New York: Continuum, p.114-129
- Liam G, Barbara K. 1994. Interview by Liam Gillick. from Audio Arts Volume 14, Number 2.
- Lucy Smith E. 2002. Last century art movements. Translation Sami Azar, Ali Reza. Printing, Tehran: Comment, , p. 243-271.
- Mir Hossein M. 2005. dissertation, impact of feminism on the arts, Supervisor: Nima Varamini, Mojtaba Alahyary, University of Science and Culture.
- Moris M, parrec P. 1985. Power, Truth, sendegy, sydney, feral pubrcations, 1979, p 30.
- Norman B. Vision and Painting: The Logic of the Gaze (Language, Discourse, Society) , p.150-152
- Philippe u. 2007. history of graphic design, translation and N. Frost Gholam Azam Fathollah light, Tehran: Position, , p.404-437
- Richard P. 2009. Barbara Kruger interviewed, BOMB Magazine September 11th,
- Squiers C. 1987. "Diversionary (Syn)Tactics: Barbara Kruger Has Her Way with Words." Artnews 86 ,February, pp. 76-85.
- Tandis Art Magazine, No. 38, Autumn 2005, p.17-19