

Concept storming:

Base shoe maybe Nike (popular brand) striped of branding

Rebranded as older brand now on come up (sewing, stitch work)

Collab shoe with another brand or influencer[known or not?, up and coming or less recognized?]

Design/art/language that reflect the ridicule or roast gotten at youth/high school

Going to high school now having the financial to rock the fresh brands on my feet. Lead to defending my fit from the roast of my shoes. Nike, Jordan's few others safe. Others like champions or Payless brands or Walmart shoes gave a target on your head. Fascinating to know how the popularity or rise of success can change within months to years and with it individual perspectives of one's idea of "fresh". Simple collaboration from other brands more specifically influencers on the upcoming or already made. Influences name/brand is more game changing than the actual shoe brands quality of production and output of production.

Custom shoes gang related/affiliated with with gang acts/activities/events/tattoos

Tying the shoe to a type of act - designs gang related or story told about conflict between created "gang beef"

3 types shoes - black airforces/ air max Cortez /converse or the shoes for Australian crime

GTA V gang color inspired - appeals to the story aspect/ "fiction"

Quite interesting how the branding and marketing of a shoe could spark more turmoil with the ghettos of a country and further divide gangs or class of people inevitably giving the shoe a reputation. The completion of an unaccounted occupation attire/uniform. Shoes become the form of identifying the unknown status/occupation, illegal or legal, that individual reps.

Shoes collabs - non mainstream brands or brands with some type of twist, controversy, rough patch, or upcoming from their history

(Original)Set up for BFA:

1. Digital device: Display TV/ monitor ; tablets potentially

1a. Being showcase would be the digital concepts/art and short video clips that maybe be "ads"

2. Shoe rack/shelves installation for shoe display

3. Shoe boxes positioned around spot; may put tablets inside showing Shoe design/concept[z's idea] ; may have some attached to wall

4. Podiums around spot with key shoes displayed; a few selection

5. Historical narration composed art for context in partnered with the key Podium shoes

6. Filling in the gaps could be shoe/custom/collab/pop culture related work that fits a shoe store aesthetic

Articles:

Champion

<https://theartgorgeous.com/top-art-world-sneaker-moments/>

<https://www.heddels.com/2018/03/champion-apparel-a-century-of-sweats/>

<https://bettermarketing.pub/how-champion-became-cool-again-c4e58fa46671>

<https://www.shefinds.com/collections/4-brands-from-the-90s-and-early-2000s-that-are-making-a-comeback/>

<https://www.refinery29.com/en-us/2017/01/138447/kendall-jenner-celebrities-vetements-champion-hoodie>

<https://www.democratandchronicle.com/story/news/local/roccroots/2015/03/06/whatever-happened-champion-products-rochester/24500783/>

<https://www.glossy.co/fashion/we-would-love-to-compete-with-nike-and-adidas-how-champion-worked-with-a-licensee-to-grow-its-year-old-sneaker-division/amp/>

<https://moneyinc.com/champion-sneakers/>

<https://www.hoopball.com/hall-of-famers/1992-united-states-olympic-team/>

<https://www.hoopball.com/about/about-hall/history/>

Food

https://en.m.wikipedia.org/wiki/66_Scenes_from_America

<https://www.blackbusiness.com/2022/07/nicholas-perkins-hbcu-grad-black-owner-fuddruckers-brand-and-restaurants.html>

<https://www.essence.com/news/money-career/fuddruckers-franchise-owned-by-black-hbcu-alum-nicholas-perkins/>

<https://www.miamiherald.com/news/business/biz-monday/article30481374.html>

<https://www.theblaze.com/news/2011/10/01/obama-fried-chicken-if-you-go-to-china>

<https://www.fastcompany.com/90779705/salehe-bembury-crocs-pollex-new-balance-versace-sneakers-127-billion>

<https://www.salehebembury.com/copy-of-sketch>

<https://www.vogue.com/fashion-shows/designer/jeremy-scott>

<https://www.vogue.com/article/jeremy-scott-adidas-collaboration>
https://en.m.wikipedia.org/wiki/Iranian_Revolution
https://en.m.wikipedia.org/wiki/Iran_hostage_crisis
<https://www.atlasobscura.com/articles/fast-food-in-iran>
<https://inf.news/en/world/cfe1ec71ae9bcdf28c9fe9155573a7ff.html>
<https://soyummy.com/dark-history-oreo-cookies/>
<https://www.tapinto.net/articles/coming-to-america-inspired-mcdowell-s-restaurant-to-pop-up-in-new-jersey>
<https://www.complex.com/pop-culture/2017/11/pringles-knockoff-prongles>
<https://www.latimes.com/food/sns-dailymeal-1859355-eat-cards-against-humanity-prongles-112817-20171128-story.html>
<https://cheezburger.com/4098821/introducing-prongles-cards-against-humanitys-hilarious-parody-potato-chips>
<https://www.thegoodcrispcompany.com/>
<https://www.originalprongles.com/>
<https://www.bodas.net/food-truck-y-mesas-dulces/duffin-dagels--e54827>
<https://southsideweekly.com/the-history-of-the-potato-chip/#>

Others

<https://skatehistory.weebly.com/1970s.html> - Skate culture
<https://shelbystanger.com/writing/fast-times-at-ridgemont-high>
<https://www.haring.com/!/pop-shop>
<https://www.villagepreservation.org/2019/02/05/how-much-is-that-plaster-in-the-window-claes-oldenburgs-the-store/>
<https://plazalondon.wordpress.com/2011/01/19/claes-oldenburgs-store-1961/>
<https://www.moma.org/collection/works/61054>
<https://www.moma.org/collection/works/182201>
<https://galaxyburgerandbeyond.ticketspice.com/mcdowells-dmv>
<https://core.ac.uk/download/pdf/37772385.pdf> - Street Art, Ideology, and Public Space

Videos:

Sneaks

<https://m.youtube.com/watch?v=AawlhU3ORK0&t=7s>
<https://m.youtube.com/watch?v=kaSvGVhtszo>
<https://m.youtube.com/watch?v=9pvzu00aISl>
<https://m.youtube.com/watch?v=hpetrU-CX-E&t=2088s>
<https://m.youtube.com/watch?v=2HyZUhYVtI4&t=1751s>
<https://m.youtube.com/watch?v=DSxkaRnEpAo&t=2685s>
<https://m.youtube.com/watch?v=eZ2cg-xo1L4&t=3s>
<https://m.youtube.com/watch?v=4cyqL8OTMXc&t=40s>

https://m.youtube.com/watch?v=_RcEqhKa5Ho&t=17s
<https://m.youtube.com/watch?v=iXae9pMBcR4>
<https://m.youtube.com/watch?v=ZhzQ3HxvIBQ>
<https://m.youtube.com/watch?v=l4CoEqIvOiQ&t=28s>
<https://m.youtube.com/watch?v=lrrV6Q8ylws>
<https://m.youtube.com/watch?v=wrkXw6ZHg-8>
<https://m.youtube.com/watch?v=1Wa5RpV1STg>
<https://m.youtube.com/watch?v=m7XQk3EdogA>
<https://m.youtube.com/watch?v=1bUELb8WsOE>
<https://m.youtube.com/watch?v=1bUELb8WsOE&t=8s>
<https://m.youtube.com/watch?v=0jvt8Js0OU0&t=292s>
<https://m.youtube.com/watch?v=ifYT3NtUYqY&list=WL&index=10&t=152s&pp=gAQBiAQB>

Sneak history

https://m.youtube.com/watch?v=ZeLjq3yA_Z0
<https://m.youtube.com/watch?v=luvlMr-kSx4>
https://m.youtube.com/watch?v=28hpelp_4Nk
<https://m.youtube.com/watch?v=RAM8s7INXtw>
<https://m.youtube.com/watch?v=-3QMaE3jYFE&t=182s>
<https://m.youtube.com/watch?v=D1vzITWUMKk&t=40s>
<https://m.youtube.com/watch?v=D1vzITWUMKk&t=40s>
<https://m.youtube.com/watch?v=rFDKt7fcC1k>
<https://m.youtube.com/watch?v=lp05bNcZUaM&t=35s>
<https://m.youtube.com/watch?v=311waLJKRug&t=322s>
<https://m.youtube.com/watch?v=LA0uEHE8Hik>
<https://m.youtube.com/watch?v=1Fwt-AJpbZU>
<https://m.youtube.com/watch?v=C--eJ7Gkltg>
<https://m.youtube.com/watch?v=Prci8xBK414>
<https://m.youtube.com/watch?v=rImW9ZcgqrE&t=39s>
<https://m.youtube.com/watch?v=mQoZo4AN7mU&t=7s>
<https://m.youtube.com/watch?v=NqP8G6UZr9E>
<https://m.youtube.com/watch?v=-an1-izbXes>
<https://m.youtube.com/watch?v=bIVzq7ltBew>
<https://m.youtube.com/watch?v=1efJrQ2xzqY&t=14s>
<https://m.youtube.com/watch?v=P0E8z7d-qdl>
https://m.youtube.com/watch?v=Eo8l4T_XD4Q
<https://m.youtube.com/watch?v=iqvxpWI4MHg>
<https://m.youtube.com/watch?v=mYjH1oU3Kys>

Champion

https://m.youtube.com/watch?v=qkvcfqFI2_Y&t=103s
<https://m.youtube.com/watch?v=WruPEjaY2OU>
<https://m.youtube.com/watch?v=npMXyeTG1kM>
<https://m.youtube.com/watch?v=yp65RGCbRx4>

New Balance

<https://m.youtube.com/watch?v=cXSMNaZmq0w>

<https://m.youtube.com/watch?v=HCFsdfxC6q0>

<https://m.youtube.com/watch?v=FIXS2QHICWk&t=25s>

Food

<https://m.youtube.com/watch?v=WXgx7Uzislo&t=23s> CTA classic

<https://m.youtube.com/watch?v=FtpJFEBcKoE&list=WL&index=21&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=iFrUQYqLz0A&list=WL&index=30&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=D3euz9kO6XQ&list=WL&index=29&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=LdypKKKQ8uA&list=WL&index=24&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=23e4PhF9e30&list=WL&index=27&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=gRoc3oMEEuA&list=WL&index=45&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=PbUvlq3QNKQ&list=WL&index=42&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=63301tl40Uk&list=WL&index=19&pp=gAQBiAQB>

https://m.youtube.com/watch?v=qgRnTKSm_-s&list=WL&index=14&pp=gAQBiAQB

<https://m.youtube.com/watch?v=RUsx4AO-8U4&list=WL&index=13&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=ZkGVi9yaWuw&list=WL&index=12&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=LP-AWsWnNao&list=WL&index=16&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=VJ-InOMaDKk&list=WL&index=15&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=Jobb8zW---c>

<https://m.youtube.com/watch?v=8gs2UuMFYwl>

<https://m.youtube.com/watch?v=u6L65O4YC08&t=477s>

Others

https://www.ted.com/talks/tom_sachs_how_to_succeed_as_artist_in_spite_of_your_own_creativity

https://m.youtube.com/watch?v=uOU4aTNkbpI&%3Bt=14s&huid=DT8vFm8J3iIFVbs2GB3R_w

<https://m.youtube.com/watch?v=GJ35lCrOYC0&list=WL&index=44&pp=gAQBiAQB>

https://m.youtube.com/watch?v=1__Qg1toSSs

<https://m.youtube.com/watch?v=g5VTZnhX5WU&list=WL&index=32&t=41s&pp=gAQBiAQB>

<https://m.youtube.com/watch?v=4xZ6XbXgb9Q&t=542s>

Early Artist statements drafts:

When Nike and Jordan came together to sit down for what was thought to be the last attempt of agreement brought publicity to a underground culture and the creation of another.....

After two meetings with its client, the result was two failed attempts.

Nike was in business for its next collaboration. After two fruitless meetings, It was the 3rd meeting where Tinker Hatfield and Michael Jordan met for the first time, sat down, and shared a smile. It was soon after that, an underground culture would go public and be established as an influential consumer base with its own sub-divisions. Sneaker culture has become a billion dollar industry merging with the Streetwear industry as its yin to its yang. For both industries to reach its deserved status, being receptive to the market, adaptive to change and cultivating desire would be the pillars to upkeep. When contemplating streetwear, updating trends and harnessing nostalgia were facets, but, to encompass both markets, a more impactful strategy would be required. Brand collaboration was the solution. My BFA focus is here, specifically around its driving force. Hype. Held within each being, it's a social currency that, when accumulated behind a product, has enough social pressure behind it to cause a mass change in public perception, behavior, and class. Collaborations can and have turned unknown products into household items and shoe brands into collectibles or investments.

For Nike it was Jordan. For Converse it was Chuck Taylor. For Vans it was Stacey Peralta.

The bigger and stronger the consumer base; the higher quality of hype is garnered around the brand they support.

In the case of Champion, It would recently make a comeback itself following suit to the 20 year cyclical fashion theory and its official collab with Supreme.

With having worn Champion myself during middle and high school,

I would bear witness to Champion's rags to riches story as a result of a successful collab.

What once was seen as a target for getting roasted within the halls and classroom walls, have now risen in status; risen in value; and are now being worn by celebrities with hopes of competition with Nike and Adidas. Champion has become the dependent variable for this reason. I seek to exploit Champion's fresh new quality of hype to flesh out my custom made underground/underdog mythology under an alternative packaging/marketing of counterculture.

My independent variable would be food brands plus restaurant chains, specifically the knockoffs or discontinued products. It was the humorous play on consumerism that would form this decision.

The environment containing the physical merchandise would aesthetically take on the features of a shoe store as my personal interpretation of that being the sneaker culture's gallery space.

Within the conventions of customizing shoes, I seek to express the culture I adhere to along with being the middleman for the hypothetical collaborations.

Put the beginning story on the side.

Who cares about it?

Post thots/notes:

2nd reading: gives a brief statement of it'd historical nature but continues on to express the after effect of champion's new found popularity in recent times. While mentioning its partnership with its shoe distributor, it goes on to give further insight to reasons for its comeback and their hopes for the future. All this being said can give me customizing Champion shoes to enter the realm of hypothetical. While being weird, fun and playful it can also act as champion's hypothetical future marketing plans or atleast showcasing its desire to do shoe collabs to further propel itself. Just like how CDG is said to be a collab happy fashion brand, Champion could take a page from their book. If food chains like McDonald's are making efforts to create collabs with smaller or a separate niche/consumer oriented business, then Champion doing the same with its new optimizing for its shoe department shouldn't be far off.

Idea of movement. Idea of hypebeast. Idea of masculine dominance in the sneaker game. Idea of fetishism for the shoe culture/consuming and admiring shoes. Idea of installing space forces you to take that time to notice what's being shown. Can't escape. "It's arresting".

Idea of traveling museums/ walking art

"Counterculture" [did it save champion.]

"Underdog mythology" - a group or movement seeking to explore alternative forms of lifestyle or artistic expression + a collection of myths/stories belonging to a particular cultural traditions"

"Material culture"

"Big guy has power and the subcultures somehow subverting that power"

Capitalism having a tie to mass producing to items to gain profit from consumers?

"Sneaker culture? Nah it's about being fresh"

"Sometimes you look at a sneaker and that's a beautiful looking shoe. Sometimes you like a shoe more because you know the inspiration behind it"

"Imagine being able to wear your favorite piece of art everyday"

Supreme collabed with Nike to produce an nike elephant print dunk which was limited and Supreme had most of them

Space between art and industry. In-between space.

What is the focus your trying to speak on and if hype how to dive into it

How is this drawing?

What do you call this practice?

What are yr thoughts on using a existing object and appropriating it into something different.

What art space does this reside in?

What issue/practice are you claiming attention to?

What's customizing mean for you? It's an unofficial brand partnership that allocates mass produced company shoes to be appropriated based on the artist's unique artistic vision;

"customs can be an endpoint a way for an idea to be realized or a beginning, a way for an idea to spark new frontiers."- highsnobiety

Humor

Simple construction of A fake official
Personally constructed this rather than Champion
Tagging the two entities on social media
The realization of the foods being real
Placed with actual product as official marketing
The story/research done and found
I could do it too just like these design or fashion companies; create a commodity item

Artists:

Kaws

The letters worked well together and it made reproducing that tag satisfactory
Painted over advertising
Expanding the audience; reaching new people
Saw similarities between graffiti and advertising
Customized booth advertisements at home and put them back in public booths around his routes
Companies, brands just want attention so they'll take it how ever they can
Great opportunity to see my work in 3d
Pop artist did with additions; great way to experiment with dissemination of his work
Started his own website to cut out the middleman and build a better connection to the buyers;
idea of how universal he got seeing where the toys would be shipped to
Opening his own shop gave a home base for his work to exist; like having an open exhibition that doesn't close
Stuck being a hybrid of both a commercial artist and fine artist; commercial work was part of his practice but galleries didn't know what to do with him
How you can Occupy a space
Young teens and kids following streetwear and sneaker culture; they'll buy a toy or a sneaker but they wouldn't buy a drawing/painting; they didn't know what to do with that
Collecting culture is obsessive
Created package painting as a way to bringing sculpture and painting into one piece and to communicate/speak the language of that collecting culture
Partnering with the fashion world: Great way to exist in somebody's life in a very sorta candid way. "You can be sitting on a train and be in touch with a designers work"
Photography was crucial in his works influences and documenting process
Like having a dialogue with the public space
"I love cross pollination. it's why I love collaborations. It's a win win."

Jeff koons

Wanted to participate in the art making and dialogue with other artists
Not thinking of the money as much as doing the work and having a platform to showcase it
Interest in interacting with public
Wanted to be free of his body; big in conceptualism. art as ideas

Use of ready made early on
Wanted to communicate with others, communicate to people through his art that you are perfect
Banality work to communicate self acceptance
Feelings lead to ideas
Perfection no obligation
Embrace the things they respond to; ppl from different class/economic lvls are still coming into contact with associations interest and feels which can then take you to a more universal vocabulary; connect you
Say art is free from economic political divisions
Form of abstraction of value how it connects you to community
Great art is a Transponder; viewer's interaction with themselves. Ability to get people insight of their own possibilities and their own expansion
Embrace everything; remove judgements = everything is there to be incorporated not segregated
Ready made = accessibility reminds u every moment everything is here
The forms change but the mean stays constant

Chloe wise

Portraits of characters
Femininity, potentially feminist, in work. the connotation of sexual availability, abundance, fertility, wholesome feminine offering
Idea of it being consensual but in the current times
Food products and brands
Wholistic everlasting peaceful backgrounds
Pastoral idyllic
Underlying agenda these brands promote themselves of having
"False beaches and paradise" Picasso
Fashion brands at times : utilizes fashion signifiers to allude to trend cycles and how they stem from an authoritative voice
Each consumer is dictated and spoken to by different authoritative voices: fonts, magazines titles, logos opulence - recognizable source of authority
Looked at fashion brands dictating consumer choices and is doing the same with health & wellness brands
Conflict of morality; human want to make the moral depiction if it benefits us
Feel proud of your decision to then project or purport it as apart of yr identity
Convo on what's right or wrong
"Alternative truths" - justifying any behavior
No binary, plurality but a lot of nuisance; gray area. Have to be more critical with info we consume
We create our identity through the things we consume; visual resume
Consumptive habits built around these structures
Systems of authority, recognizable brands holding that authority in their field

Use of milk products; fascination with the connotations of milk: the associations to the jokes.
Pure.

Piece can become political; can be a critique on the systems at play
Her satirical and wry portraits, sculptures, and installations explore and critique consumerism,
the representation of the self, and the collapse of the line in between.

I love work that starts off seemingly obvious, but isn't

Tom Sachs

Brands and logos

Hermes hand grenade, Tiffany pistol, Chanel guillotine & chainsaw, McDonald's, ikea chair,
space station, and more

Models and replicas of space equipment and station

Makes "Genuine Fakes"

It's about spending the time and labor making the pieces that gives its authenticity and quality
emotion in response to owning the item

He lets all the imperfections show. He shows the process of making it through the appearance.

It gives transparency

Collaborations with Nikecrafts to make shoes: mars yard, mars yard 2.0, GPS

Handyman of art world

Banal appropriations made and showcased as high art

Sympathetic magic

What is sculpture: what's the difference between a sneaker and a cathedral. They both work in
the same way as sculpture; objects of utility and devotion; objects of faith in their own
culture/subculture

Better to make it than to own it

Made the material aspect of goods matter less

Taking something not intended for high lvl of craft and elevating it

Tiff Massey:

Adornment

Regalia

That "it" feeling

Roy Lichtenstein:

He love producing a piece that had absolutely no resemblance to abstract expressionism with a
very low art subject matter. Very ordinary; very banal. Continued to represent existing public
objects & images in his cartoon format.

Capitalized on the growing trend of commercializations and advertising. Represents the object
in a different style; seeing how it differs from style. An art that concerns itself with the banality
with the contemporary world. "Another way of think about art that we never seen before;
changed perspective"

The primary colors: red yellow blue. Thick black lines to outline. The small dots - inspired by the industrial printing characters used by cheap newspapers; they provide a certain image of the world it's the world of industry commerce and advertising which are conveyed in these dots. Representing them represents the society behind them. Consumerism capitalism and the need to make money from pictures.

"What I do is form" his work high considerate of form; formal qualities. More pronounced in his sculptural work where he is now capturing the invisible k

He is the artist that hides behind his work and doesn't become a promotional tool for his work, for him it was enough to hang pictures and install sculptures, being sure they are enough on their own and they will do the work on their own. Removed his presence in his work. Tried making his work come off as industrial made. In depth research to create systems to aide in the further achievement of the industrial quality he desired; worked tirelessly from sun up to sun down.

Buy it and love it rather than treat it as a commodity to use or trade with but seems inevitable to turn a commodity out of one.

Per-rarity work done by hand. Detailed sketched for each canvas. Draws, composes it, makes collages, then projected on a large canvas and traces it from there

Difference - differed from Warhol here since Warhol saw himself also as a promotional tool as a further recognition of the commercialization of product goods and the awareness it brings that aides in the continued consumerism

Art history = interests

Picasso = interest

Fascinated with the tactics of the selling and advertising industry(work similar to billboard marketing)= interests

Made himself into a brand and advertised that by making art of commercial brands and banal object.

The crudeness of reproduction is what he highlighted to be the charm of it instead of a limitation art in praise of commerciality; art that praised capitalism or..a satire on capitalism

Reinvents them; transforms them; he mocks them at times. Understood particularly well = his interest in Picasso Roy had a similar go at abstract expressionism with his brush stroke series.

Capturing the marks of abstract expressionism on the complete inverse style that is his. What constitutes what is art . Don't care about getting the same color. It'll look close enough to get what he was alluding to. His line quality and marks will look close but be different so it will give off a different feeling. The formal qualities were also different in the early on comic depictions.

Cartoonist could recognize the subtle changes in line work and formal qualities. "I took inspiration from the comics but I didn't just copy them" Roy says. "I believe I'm transforming this into something else, at least, I'm forming art".

"I try to look for something that says something mysterious or absurd or obvious or extremely simple or complicated something visually that when it's a painting will strike you as funny" I

always wanted to know what made 1 mark a work of art and another not. It could come down to one set of marks potentially. Perused this question with interest.

Shoe store = shoe adoption clinic

Claus Oldenburg:

All art is a transformation. Something to be looked at in a different way. It's about imagination; making imagination concrete.

Putting a human sign in a urban environment.

Play/humor in work: serious play. It's good for you. Life being a form of serious play

No honest monument. Call it art to Get people to travel. Helps bridge the 2 worlds together. The world of art and the world of the people. One should try to reach people; try to sun up what people are feeling; have people become one.

An everyday sculpture. Highly idealized. Magnify it scale. All attempts made to emphasize its existence as a sculpture. A sole focus on the object itself by removing its association of its primary function. A difficult task yet deliberate.challenging or proposes one for the audience to look past their own experience that brands the object with its intended function. The seer scale doesn't hinder the public but the existed notion becomes the obstacle.

Experimentation with illusion of what materials he uses can make look like the original material.

With the soft material it becomes an experiment with change; how the idea or image of the object changes by the material choice based on how you view it.

"Fact that I do use subject matter indicates it's not just for myself; it's for other people to ponder; to be lead into. If one can be fascinated by the subject matter the people can be lead into the deeper areas of the thing. Balance Grace order finer things in life problems

Drawn to items that are out of date; could be due to childhood but says it really gives him freedom to do as he wishes with them.

Found objects no cause there are alterations made to the formal qualities.

It represents something; the site, the area, the community, the structures; it's site specific but represents the site itself. The conceptual ideas for them were to be more interactive; an inclusion of movement.

Starts with sketch's, a plan for the structure and possible function. Designs and sketches which he also would consider as models also just a smaller scale structure of the idea.

Execution of the themes qualities

With two vast markets to reach, additions if his work were An aspect that came with graffiti was the fascination of fully occupying a space with art. With how big occupy space full of art with its own store.

aspect of invading the public space for attention dissemination of personal branding became an

Andy:

You like money; you should paint pictures of money. You should paint something people see everyday; that everybody recognizes like a can of soup.

The way you induce how to look at something is as much about making an art; if an artist can make you look at anything as art then it is art.

Perception is what makes art

Marries form and content

Exist in the culture thru reproduction exist in his paintings of reproduction

Basquiat:

Drew on everything

His canvas wasn't fixed

Every physical spaces was an opportunity to create art

Visual vocabulary

"I don't think about art when I'm working I try to think about life"

Airbrush = spray can

At the very least are more definitively stated. Had interest in fame/notoriety like Andy = Sameo graffiti

List the differs then bring it back to.. very different yet through lines still unfold in our work but also in our thinking.

Johnsinger Sargent:

Paintings for the rich; status symbols

Favored the inclusion of clothes that reflected their lifestyle and status

Depiction of fabric was rich

Made the model the star of the show; a celebrity in their own light

Wives of the rich

Important due to association so not truly invoked with importance

Expressive quality; naturalistic

Deeper thought: Highlight of regular people living expensive lives

Ability to Distanced himself from the client to grasp the detail and information that was being positioned in front of the canvas

Jasper John:

Great art is a Transponder; viewer's interaction with themselves. Ability to get people insight of their own possibilities and their own expansion

Duchamp

Robert Ruchenburge

Salvador Dali

Sigmund Freud
Takeshita Murakami