

Photography exhibit reflects consumer society

By Paula Lavigne
Senior Reporter

If a picture is worth a thousand words, then the Sheldon Memorial Art Gallery is writing a novel.

"Special Collections: The Photographic Order from Pop to Now," examines the photographic image and Pop Art, Conceptualism and Post Modernism from the 1960s to today.

The exhibit, organized by the International Center of Photography in New York City, will be on display through Nov. 6.

Works by Andy Warhol, Judy Fiskin, Edward Ruscha, Douglas Huebler, Bernd and Hilla Becher and other popular artists make up this exhibition of 40 prominent works.

The exhibit is rather surprising because it defies the conventional norm of how photography may be viewed as art. The photographs were not designed to be aesthetic compositions; rather, they are a reflection of a consumer society.

"One Thousand Signs — along Lincoln Blvd. looking East. Culver to Wilshire to Culver, (7:30 a.m.-5:15 p.m.)" by Robert Flick is a direct representation of this consumer attitude.

From Pizza Hut to McDonalds, the work depicts signs from almost every fast-food chain, gas station and convenient mart known to man.

Sheldon Gallery curator Daphne Deeds said the exhibit raised three issues significant to the changes photography had undergone in the past few decades.

"Special Collections" addresses the originality of photography, its evolution and the idea of a consumer in an age of mass reproduction.

"The artists didn't look at photography as a refined art object, but as a record of reality, as a commonplace banal event," Deeds said. "They removed the aesthetic properties of yesterday."

Deeds said the artists viewed photographs as a record-keeping, documentary device.

"It questions the nature of original-

ity," she said. "These mass-produced, easily duplicated images hold no intrinsic value as a limited print by Ansel Adams would."

She said the exhibit looked at photography through mass communication, advertising, billboards, television and general imagery.

"It is a response to consumerism," she said. "Everyone is selling their wares."

Deeds said the artists responded to the world around them.

"48 View Series," by Arnaud Maggs, is an incredibly compelling piece in both size and subject matter.

The work, composed of 162 silver prints and over 7000 images, measures 32 feet in length and consumes an entire wall.

Deeds said the viewer is drawn in by the sheer scale of the piece, but as he looks closer, he can consider the work as individual pieces.

"Those individual pieces become more and more distinct," she said. "The mass becomes a series of very particular portraits."

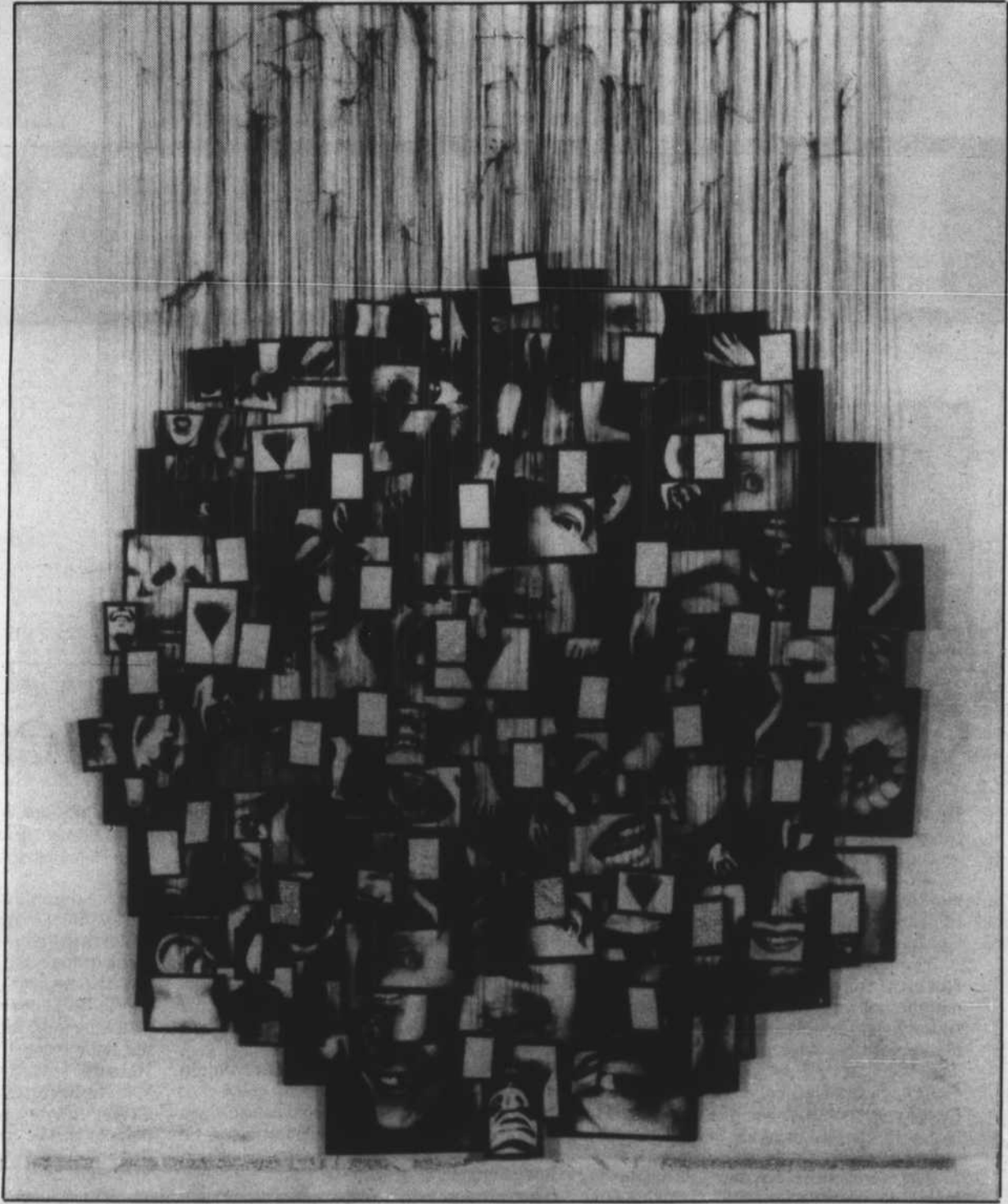
She said the experience was similar to encountering a large crowd and perceiving it as single bodies. Once a single person is approached and a conversation takes place, that person becomes an individual within the crowd, she said.

"Mes Voeux, 1989-90" by Annette Messenger combines art composition with snapshot photography, as individual photographs and square of paper are dangled from individual strings attached to the wall.

Many of the works have an almost high school yearbook-like quality, such as Christian Boltanski's "The 62 Members of the Mickey Mouse Club in 1955."

The exhibit really defies expectations. It has a very human touch and a resemblance to old photo albums and kindergarten class pictures.

Photographs related to newspapers and magazines give the exhibit a real sense of time and reality which have an impact stronger than a thousand words ever could.



Courtesy of International Center of Photography

"Mes Voeux, 1989-90" a collection of prints, texts and strings by Annette Messenger is part of the "Special Collections" exhibit on display at the Sheldon Memorial Art Gallery.

Band

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Once they learn this, they work on perfecting their movements until the entire process is flawless.

Rose Johnson, administrative assistant for the band program, said most of what happened Saturday morning involved final details.

"We make sure everybody has what they need," Johnson said. "We make sure everyone has gloves, hats and pieces of their uniform."

Johnson acts as a liaison between the band and the athletic department.

As the band lines up to go to the stadium, she acts as crowd control and takes care of ripped uniforms, sprained ankles and other "mom" things.

Although most of the musicians have been through the procedures before, it's always hard to take a deep breath when they enter the stadium, Johnson said.

"You've been through it. You're used to it," she said, "but you still have that adrenaline rush."

Organ group to open concert season

From Staff Reports

Lincoln Organ Showcase will open its 1994-1995 concert series Sunday with a performance by harpsichordist Elizabeth Farr.

The concert will be held at 8 p.m. at St. Mark's on the Campus Episcopal Church, 1309 R St.

Farr, who is on faculty at the University of Colorado at Boulder, will perform such pieces as Picchi's "Ballo Alla Polacha" and J.S. Bach's "Capriccio on the Departure of a Beloved Brother."

Others concerts in the series taking place this semester will be: Pamela Ruitter-Feenstra, a profes-

sor at Bethany College in Lindsborg, Kan., performing Oct. 16 at Seventh-Day Adventist Church; Dorothy de Rooij, professor at the Superior Conservatory of Music in Maastricht, Germany, performing at St. Mark's on Nov. 20.

Tickets are \$7 each, \$5 for students, and are available at the door.

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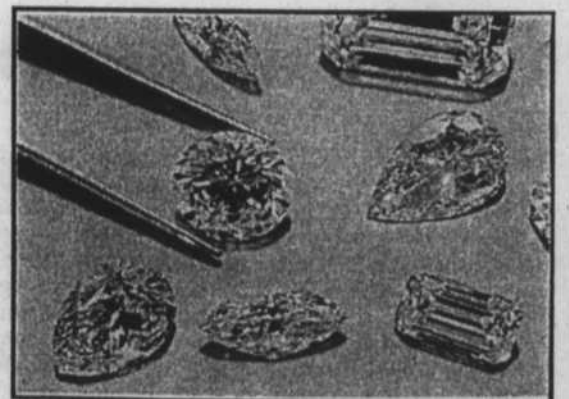
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