

ad and artists

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advertising is

activity of announcing public about goods, services, or brands through various media for customers to know and buy, or products of such activity

TV/radio, newspaper/magazine, web site/email, others (billboard, event, exposition, etc)

顧客の誘導と販売を目的に、商品やサービス、ブランドについて、様々な媒体を用いて広く伝えること、またその制作物。

マス=TV・ラジオ（電波）、新聞・雑誌（印刷）

インターネット=ウェブサイト、電子メール

SP=看板、イベント、展示、折り込み、など

keys of ad

announce public
about goods, services, or brands
through various media
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顧客の誘導と販売を目的に
商品やサービス、ブランドについて
様々な媒体を通して
ひろく伝える

how about artists?

reception

inspiration

means to express

alternative activity

?

受容する

広告から刺激を受ける

表現する手段

もうひとつの活動

?

WARHOL
Campbell's Soup Can
1962

WARHOL

Brillo Boxes

synthetic polymer paint and silkscreen on wood

1969

The Velvet Underground & Nico 1966

WARHOL and Craig BROWN
Rollingstones, STICKY FINGERS
1971

Absolut Vodka
1985

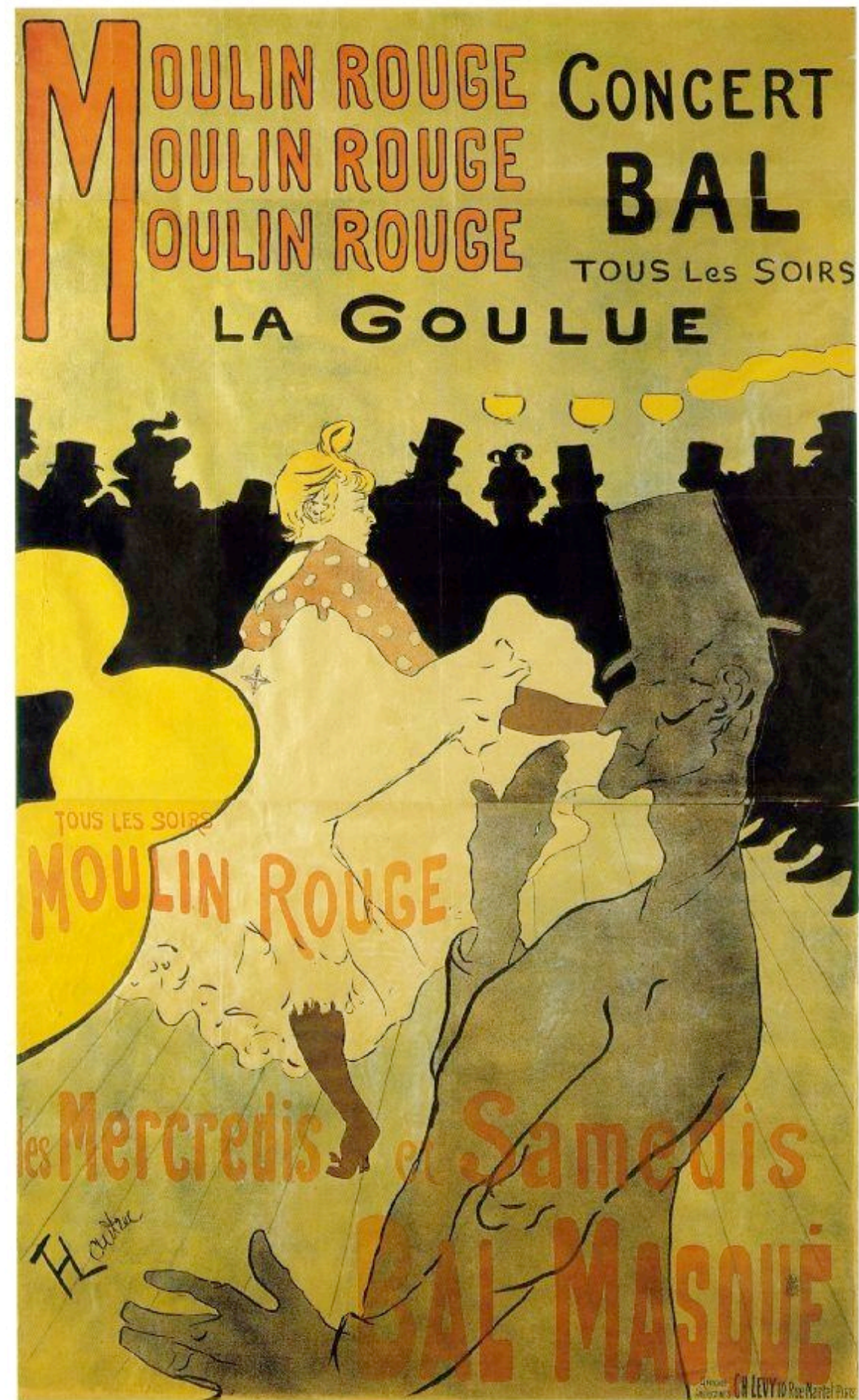
Andy Warhol
TDK コマーシャル
1983

WATTEAU, Jean-Antoine
1684-1721
Gilles and four Other Characters
from the Commedia dell'Arte
(Pierrot)

Oil on canvas, 184 x 149 cm Musée du Louvre, Paris
1718/19



**TOULOUSE-LAUTREC, Moulin
Rouge – La Goulue, 1891**



Kurt Schwitters
MERZ 11
1924

Kurt Schwitters
Unbild, 1919
Merzbau, 1924

**Jasper JOHNS. Painted Bronze,
1960**

Rene MAGRITTE
Le Viol, 1934

Magritte
Sabena belgian airline

Jacques Mahé de la Villeglé
Les Jazzmen
1961

Eduardo Paolozzi

I was a Rich Man's Plaything 1947

“History is more or less bunk.... We want to live in the present”—— Henry Ford

Hans Haacke
Helmsboro County
1990

**MANET, Une Botte d'Asperges,
1880**

**Jeff KOONS, Art Magazine Ads,
1988-89**

Guerilla Girls
THE ANATOMICALLY CORRECT
OSCAR, 2002

Victor BURGIN

What does possession mean to you?

1976

Victor Burgin

Marlboro

“A dark-haired woman in her late-forties hands over a photograph showing the haircut she wants duplicating 'exactly'. The picture shows a very young woman with blond hair cut extremely short. The hairdresser props it by the mirror in which he can see the face of his client watching her own reflections. When he has finished he removes the cotton cape from the woman's shoulders. 'That's it', he says. But the woman continues sitting, continues staring at her reflection in the mirror.”

Richard PRINCE
Untitled (Cowboy)
1995

Barbara KRUGER

**Untitled (I shop therefore I am),
1987**

Heim STEINBACH
Supremely Black
1985

Jeff KOONS

Three Ball Total Equilibrium Tank

(Two Dr J Silver Series, Spalding NBA Tip-Off)

1985

WARHOL

Hammer and Sickle

1977