

Appropriation

Appropriation in art and art history refers to the practice of artists borrowing, reusing pre-existing objects or images or elements within a new work.

The concept of appropriation—borrowing images or objects to make art—began in the early 20th century with Dada artists like Marcel Duchamp.

Short Intro to Appropriation in Art

<https://www.youtube.com/watch?v=OpjzJdojNS8>

Post-modern appropriation artists, including Barbara Kruger, are keen to deny the notion of 'originality'.

They believe that in borrowing existing imagery or elements of imagery, they are re-contextualising or *appropriating* the original imagery, allowing the viewer to renegotiate the meaning of the original in a different, more relevant, or more current context.

In separating images from the original context of their own media, we allow them to take on new and varied meanings. The process and nature of appropriation has considered by anthropologists as part of the study of cultural change and cross-cultural contact.³

Marcel Duchamp

Readymades: created by the French artist Marcel Duchamp from 1915. Most notorious of these was Fountain a men's urinal signed, titled, and presented on a pedestal.



Salvador Dali

Surrealism also made extensive use of appropriation in collages and objects such as Lobster Telephone.



Hannah Hoch

*Cut with the Kitchen Knife Dada through the Last Weimar-Beer
Belly of the Cultural Epoch of Germany, 1919*



Andy Warhol

[Andy Warhol - The King of Appropriation - Postwar and Contemporary Art Sale](#)



Stop Copying Me - Appropriation in Art

<https://www.youtube.com/watch?v=6BbOapMGTml>

20 minute Video that shows many appropriation artists and their approach.

Barbara Kruger



We don't need another hero

Barbara Kruger



Barbara Kruger: November 2010 issue of W Magazine: The Art Issue featuring reality TV star Kim Kardashian on the cover. It features a naked Kardashian with Kruger's famous red and white block text covering her modesty. The text reads 'It's all about me/I mean you/I mean me". Combining the words of Kruger and the image of currently world famous Kardashian is a form of appropriation in itself. W Magazine is appropriating the star into an art context, by simply featuring her on the cover of their art issue. This could be an attempt to consider another area of our consumer culture, which the cover star makes her living from – reality TV – as an art form. Here W Magazine has appropriated the image of Kardashian, and is therefore asking us to consider the 'art' of reality TV.

Sherrie Levine

Much of Levine's work is in the form of a very direct version of re-photography. A larger category of re-photography and collage is the impulse of artists using this kind of appropriation as its own focus—someone who pulls from the works of others and the worlds they depict to create their own work.



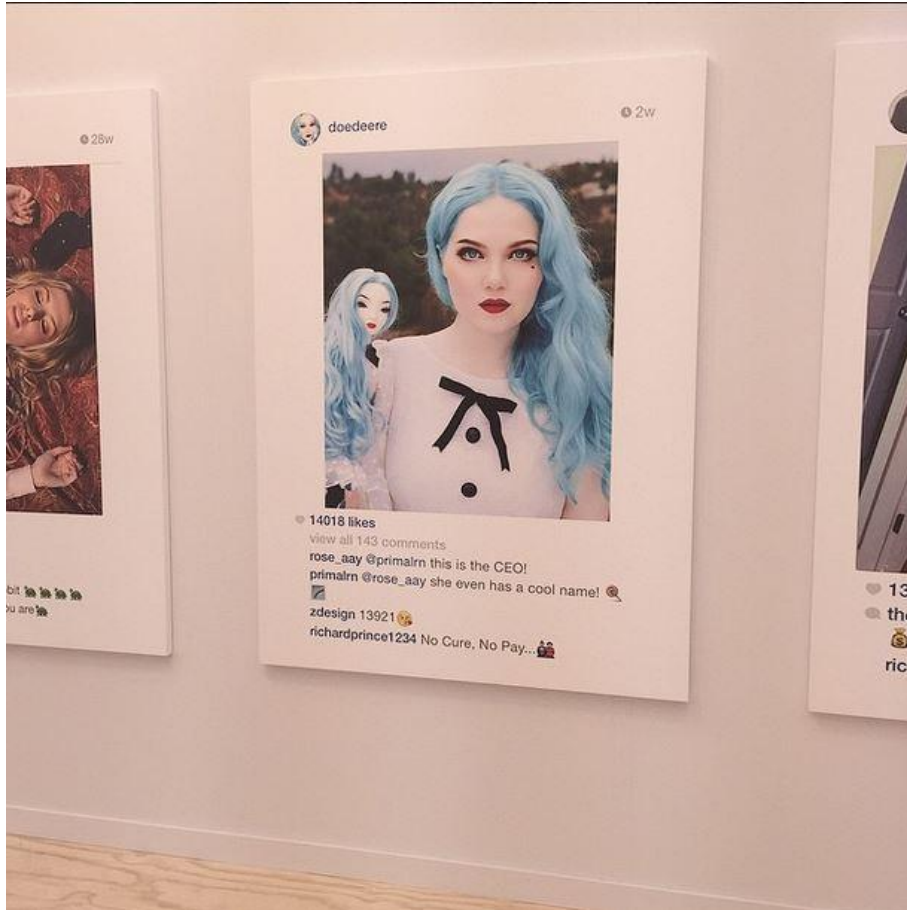
Richard Prince



Here Prince has re-photographed and re-proportioned an image from an advertisement for Marlboro cigarettes. There is very little that the artist Richard Prince has done to alter the original work. The questions of originality and authorship continually surround Prince and his work. "I never associated advertisements with having an author."

One of Richard Prince's Marlboro appropriation photographs sold at Christies for \$1.2 million in 2005, setting a new record for appropriation art.²⁵ Art of all genres has something that makes us think, or evokes a feeling – any feeling, in it's viewer. Whilst some may consider appropriation as copying or forgery, it is clear that the controversial art form has now gained recognition worthy of a contemporary art practice.

Richard Prince - [Instagram Jerk](#)



"Yes, my portrait is currently displayed at the Frieze Gallery in NYC," model and cosmetics entrepreneur Doe Deere wrote on [Instagram](#) last week. A portrait of her with her hair dyed powder blue holding a doll with similar powder blue-colored hair was presented at Frieze New York. "Yes, it's just a screenshot (not a painting). No, I did not give my permission and yes, the controversial artist Richard Prince put it up anyway. It's already sold (\$90K I've been told) during the VIP preview. No, I'm not gonna go after him. And nope, I have no idea who ended up with it!"

[Richard Prince Smells Bad - Video](#)

The discourse and attention surrounding the concept of appropriation is so extensive that we must consider it an art form.

Jeff Koons

Jeff Koons, is an American contemporary artist noted for his use of kitsch imagery, especially in oversized works. Koons is an appropriation artist—he uses pre-existing images to comment on contemporary culture. Mr. Koons has been sued several times for copyright infringement.



58.4 Million



Appropriation art raises questions of originality, authenticity and authorship, and belongs to the long modernist tradition of art that questions the nature or definition of art itself.

Jeff Koons Interview with Stephen Colbert:

<http://www.cc.com/video-clips/p9ejfs/the-colbert-report-jeff-koons>

Collage



[Mary Lou Zelazny](#)