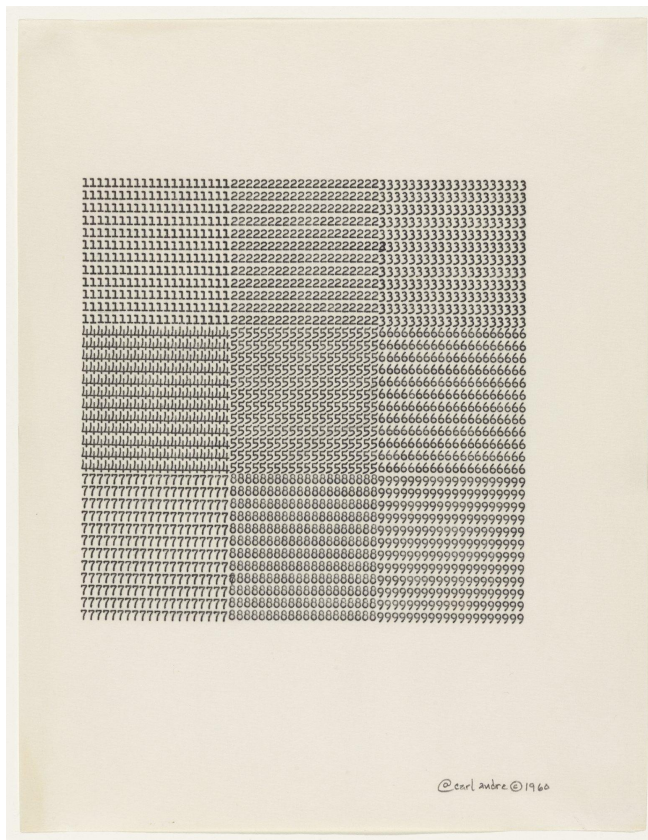


# Text & Font In Conceptual Art

The Art of Ideas

# Carl Andre - Untitled - 1960



# Joseph Kosuth - Idea - 1966

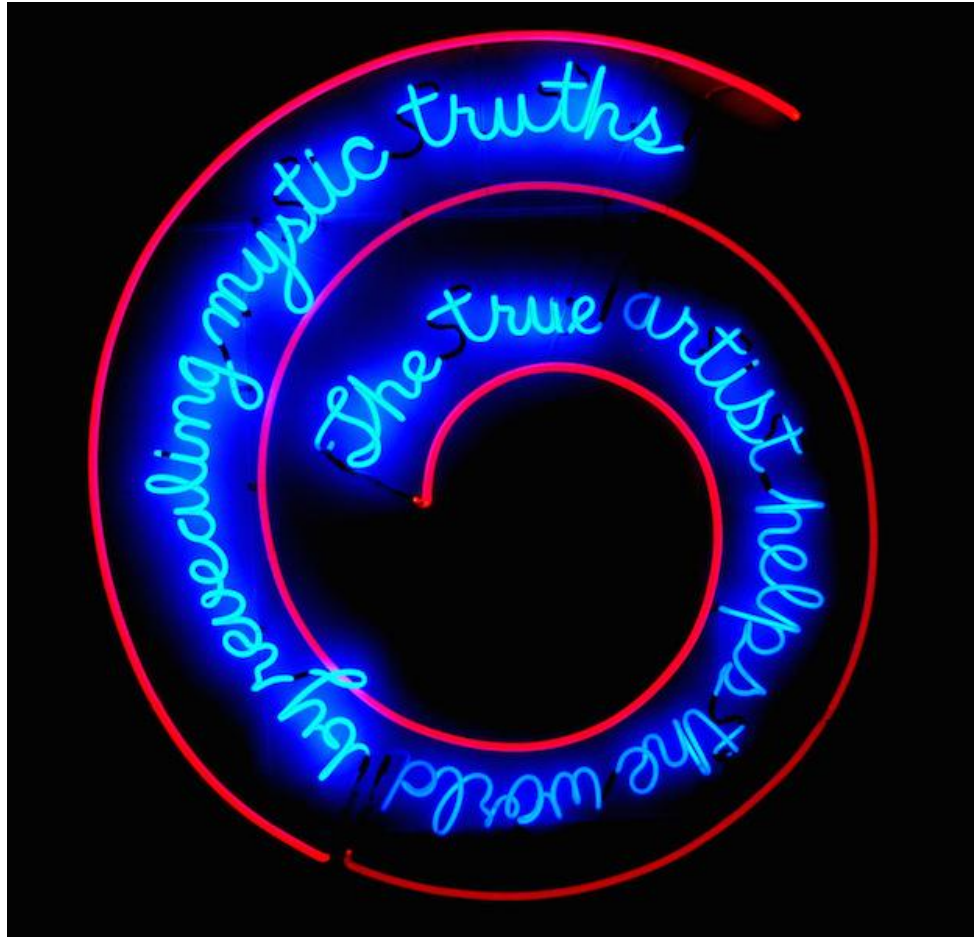
1. *Idea*, adopted from L, itself borrowed from Gr *idea* (*ιδέα*), a concept, derives from Gr *idein* (s *id-*), to see, for \**widein*. L *idea* has derivative LL adj *ideālis*, archetypal, ideal, whence EF-F *idéal* and E *ideal*, whence resp F *idéalisme* and E *idealism*, also resp *idéaliste* and *idealist*, and, further, *idéaliser* and *idealize*. L *idea* becomes MF-F *idée*, with cpd *idée fixe*, a fixed idea, adopted by E Francophiles; it also has ML derivative \**ideāre*, pp \**ideātus*, whence the Phil n *ideātum*, a thing that, in the fact, answers to the idea of it, whence 'to *ideate*', to form in, or as an, idea.

# Andy Warhol - Campbell Soup Cans -1961



# Bruce Nauman

The True Artist Helps the  
World by Revealing Mystic  
Truths, 1967,



# Robert Indiana - Eat Die - 1962



# Robert Indiana - Love -



# Ed Ruscha - 1964





# Yoko Ono

**PAINTING FOR THE WIND,**  
1961,  
from the artist's series of  
instruction paintings.

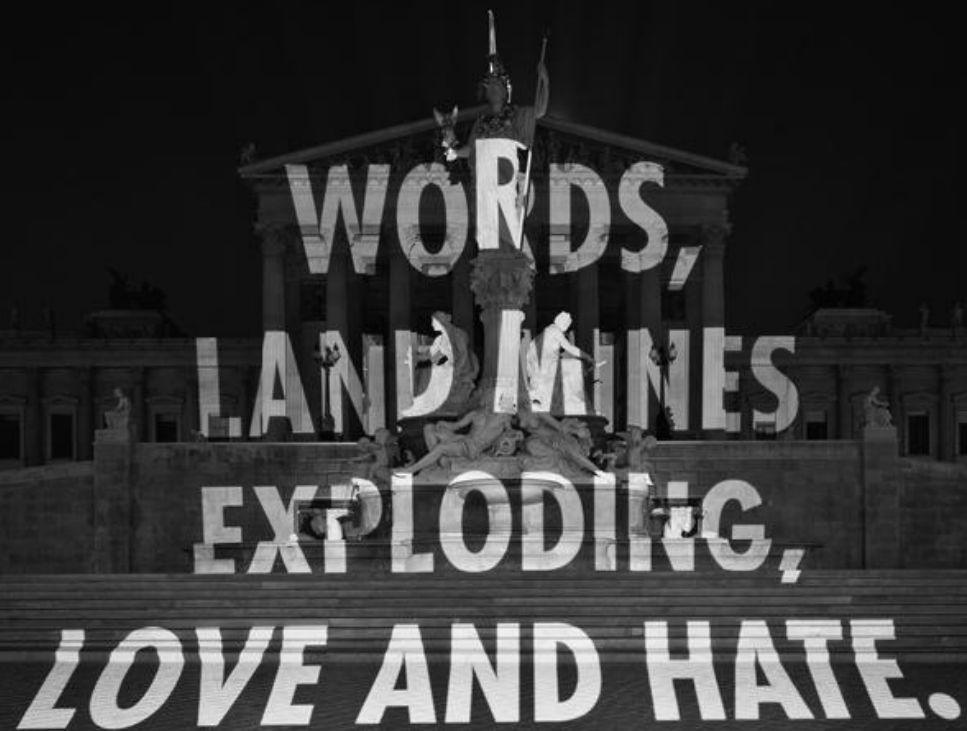
PAINTING FOR THE WIND

Cut a hole in a bag filled with seeds  
of any kind and place the bag where  
there is wind.

1961 summer

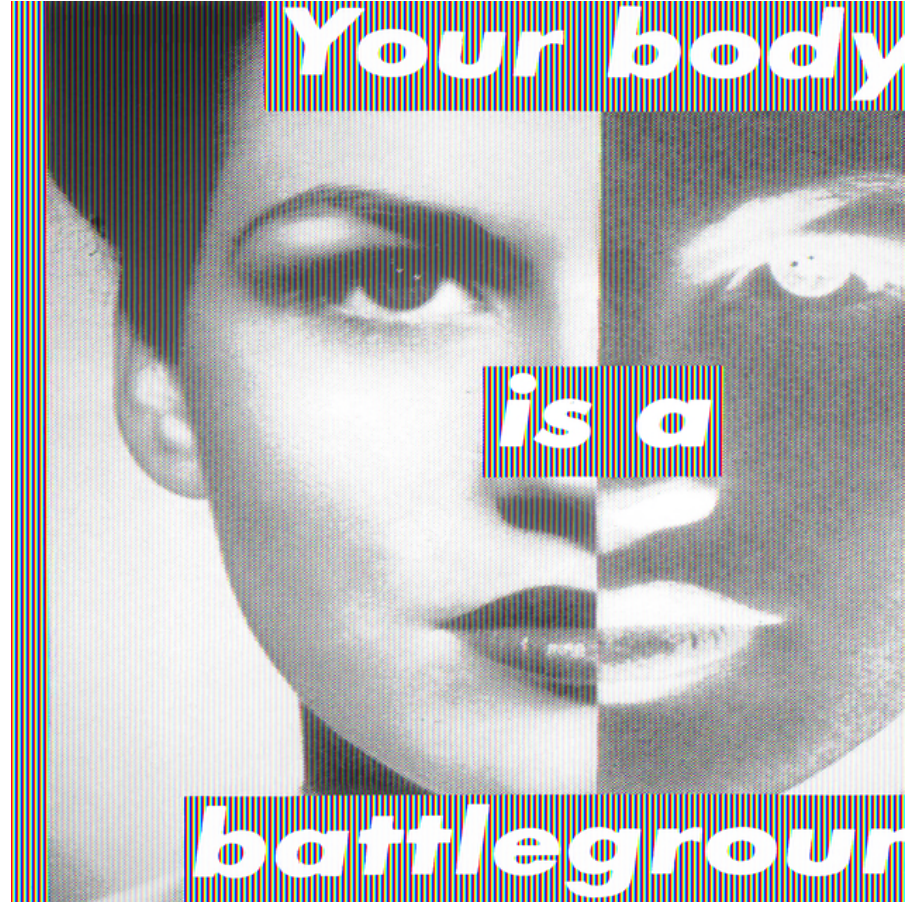
Jenny Holzer, Sinea, 2009





**WORDS,  
LAND MINES  
EXPLODING,  
*LOVE AND HATE.***

# Barbara Kruger



Barbara Kruger, Belief and Doubt, 2012



# Glenn Ligon

*Runaways series (1993)*

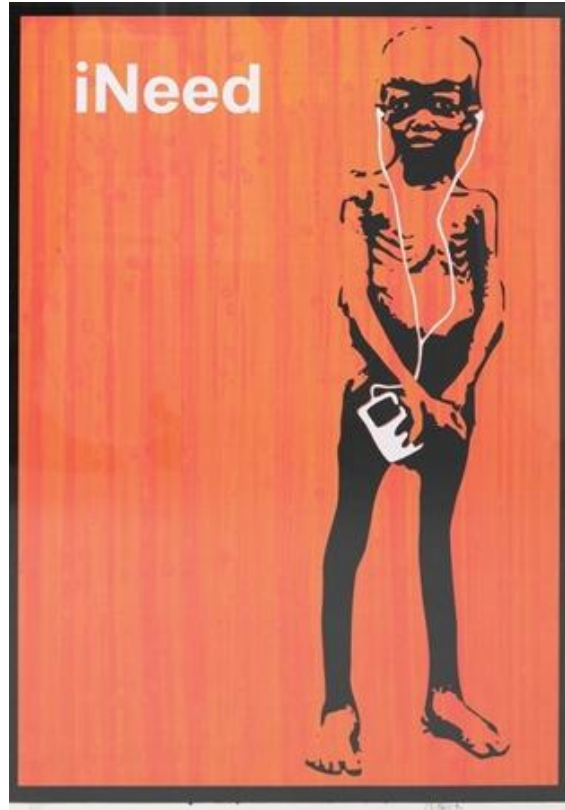


**R**AN AWAY, Glenn, a black male, 5'8", very short hair cut, nearly completely shaved, stocky build, 155-165 lbs., medium complexion (not "light skinned," not "dark skinned," slightly orange). Wearing faded blue jeans, short sleeve button-down 50's style shirt, nice glasses (small, oval shaped), no socks. Very articulate, seemingly well-educated, does not look at you straight in the eye when talking to you. He's socially very adept, yet, paradoxically, he's somewhat of a loner.

# Glenn Ligon



I Need (Orange), Mantis (South African) 2006, Screenprint





Shepard Fairey



# Urban Cake



