

# POSTMODERN PHOTOGRAPHY



## ESSENTIAL KNOWLEDGE

- Postmodern photography acts as a tool for conceptual artists who will typically utilize a range of media in the production of their work.
- The general idea that brings the various strands of Postmodern art together is that there are "no rules"
- Postmodern art will very often ask the viewer to reflect on what art is, or, what art should be.
- Many artists try to re-examine "banal" (or "boring") subject matter through their camera.
- The idea that fine art could lend itself to mass-reproduction was popular with Postmodernists because it challenged the "elitist" label that was often attached to the idea of the fine arts.

**'ANYTHING THAT LOOKS LIKE AN IDEA IS PROBABLY JUST SOMETHING THAT HAS ACCUMULATED, LIKE DUST.'**

Lee Friedlander

# KEY ARTISTS



Lee Friedlander



Jeff Wall



John Baldessari

## LEE FRIEDLANDER

Friedlander evolved an influential and often imitated visual language of urban "social landscape," with many of his photographs including fragments of store-front reflections, structures framed by fences, posters and street signs.

## JEFF WALL

Canadian artist best known for his large-scale back-lit cibachrome photographs and art history writing. Wall has been a key figure in Vancouver's art scene since the early-1970s.

## JOHN BALDESSARI

American conceptual artist known for his work featuring found photography and appropriated images. He lived and worked in Santa Monica and Venice, California.

## CONTEMPORARY ARTIST - CINDY SHERMAN

- Contemporary master of socially critical photography.
- Sherman turned to photography toward the end of the 1970s in order to explore a wide range of common female social roles, or personas.
- Turning the camera on herself in a game of extended role playing of fantasy Hollywood, fashion, mass advertising, and "girl-next-door" roles and poses.
- Her work is central in the era of intense consumerism.

