

Southwest Rising:

Contemporary Art &
the Legacy of Elaine Horwitch

New Mexico Museum of Art

The exhibition *Southwest Rising* pays tribute to Elaine Horwitch, one of the most powerful and influential art dealers from Arizona and New Mexico. It celebrates the many artists who contributed to the rise of contemporary art in the Southwest. Their paintings, sculptures, and works on paper represent a specific time and place in a transition from traditional Western to contemporary art.

Works in the exhibition, such as Robert Rauschenberg's *Support*, and Bob Wade's *Fandango*, demonstrate the use of photomontage either as a final work or as a part of the artist's creative process. In this project we will explore the process to create a photomontage using pre-existing photos cut from magazines and newspapers that are then arranged into a personal work of art.

Make your own Photomontage

Photomontage is the cutting and putting together of images and sometimes text to form a new picture. The new picture is often then photographed to suggest a seamless reality. You can make your own photomontage by following these instructions:

Materials you will need:

- Sheet of blank paper
- Magazines or newspapers
- Scissors
- Glue stick
- Crayons or colored pencils

1. Choose a background (such as construction paper, computer paper, decorative paper, or a magazine image).
2. Choose the cut-out images and/or text you want to use. Good places to look for images and/or text to cut out include magazines, newspapers, and advertisements.



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3. Arrange the images to make an interesting composition. Glue them down on your background paper. You can also add hand-drawn or hand-colored additions.
4. Use your phone or other camera to photograph your composition. If you use a smartphone and want to further manipulate the photo, use the edit feature to crop, alter color, or alter light exposure.
5. If you would like, share the image you made on social media using the hashtag #nmartmuseumsouthwestrising



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Your History New Life, 2021

Photomontage

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Glossary **Appropriation** is the taking of an existing work of art (paintings, photographs, written material) and using it to create another piece of art. For example, in Cubist art fragments of newspapers were included to represent themselves. Inspiration is gained through the use and alteration of another person's idea or image to create something completely different and new. The term has particularly been used by artists since the 1980s. Appropriation is protected under Copy Right and Fair Use laws that have limitations as to how the original art can be incorporated and where the new work can be used.

Collage: [from the French coller, 'to gum'] A pictorial technique in which different materials such as pieces of cut paper, photographs, and/or fabric are combined and secured to another surface to create a new picture. In these works of art, you will often clearly see the edges of the different pieces used to create it. The construction or technique is part of the message of the picture.

Composition: In the visual arts— painting, drawing, graphic design, photography, and sculpture— composition is the placement or arrangement of visual elements such as line, shape, color, texture, and space in a work of art. All artists think about composition when creating a work of art.

Ephemera are items that were originally expected to have only short-term usefulness and not meant to be retained or preserved. These can be written or printed matter such as letters, envelopes, postcards, stamps, or ticket stubs. The origin of the word is Greek and refers to things lasting no more than a day. **Photomontage** is the cutting and putting together photographic material, sometimes incorporating other media and text to produce a composite image. A collage of these materials is created to form a new picture which is often then photographed to suggest a seamless reality.

Camera Phones are not just phones with cameras, they are a vehicle for the instant sharing of pictures. Using personal digital cameras and mobile phones with built-in cameras, billions of people share pictures with friends and relatives. The speed with which camera phone images can be created and distributed globally has transformed the way we use photographs.

Photo-Sharing: If photography had continued to be defined by a single, non-reproducible picture (like the daguerreotypes and the ambrotype in the case), its social impact may have been much different. The easy production of multiple prints via the photographic negative and digital technology has propelled the medium into a major cultural force and has made photo-sharing the norm for people at every level of society.

Photography made sharing of images easy. Made it possible for many people to have a likeness of a loved one, didn't need to hire a painter!

- Way of sharing easily scientific information
- Way to learn about the wonders of the world.
- Victorian craze for collecting images of famous places and people in album.
- Fad for customizing albums of photos, arrange them, collage with them, etc.

Resources *The Concise Oxford Dictionary of Art Terms*
By Michael Clarke, oxford university press 2010

The Oxford Companion to Western Art
By Hugh Brigstocke (Editor) Oxford University Press (November 22, 2001)

The Artist's Handbook
By Ralph Mayer, Viking Penguin, 1991

The Artist's Handbook
By Ray Smith, Alfred A Knopf, 1992