

*Michael Zavros:
The Prince*

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The Prince
Michael Zavros
A Rockhampton Art Gallery travelling exhibition
24 May 7 July 2013

In New York in the late 1970s a young Richard Prince, working in the tear sheet department of Time Life, began to manipulate images from advertising, reconfiguring them as his own and, in the process, created some of the most contentious and iconic work of the twentieth century.

His photographs of Marlboro cigarette advertising sans logos reclaimed the iconic heritage of the American cowboy, from the clutches of commercial advertising. Certainly, but rather than returning of the images to their original context. Marlboro reutilised the great romantic cultural myths of the cowboy, a free spirit, an outsider riding the last frontier

Untitled
(cowboy) series. This exhibition brings together Prince and Zavros series of drawings and paintings advertising

The Prince effects a collision between Prince and Zavros across the passage of time, enacting photography mediated via painting the work of Richard Prince presented to a contemporary audience, for whom, arguably, the original context of cigarette advertising is redundant. Cigarette advertising is a dinosaur

For a younger audience the original Marlboro advertisements perhaps appear as blasphemy. Perhaps the viewers would be bemused by the marriage of crumpled mountains and cattle, horses and cowboys with a consumable known to cause cancer, though the lens of contemporary pop culture may be to understand it in a postmodern or retro context

The

Michael ZAVROS

b 1974 Queensland

Betty White 1998

oil on board

Collection of the artist

Michael ZAVROS

b 1974 Queensland

Tony combs his hair for
Saturday night 1998

oil on canvas

Collection of the artist

Michael ZAVROS

b 1974 Queensland

2002

oil on board

Private collection

Michael

Michael ZAVROS

b 1974 Queensland

Prince/Zavros2011

charcoal on paper

Griffith University Art Gallery

Michael ZAVROS

b 1974 Queensland

Prince/Zavros 2011

charcoal on paper

Private collection

Michael ZAVROS

Michael ZAVROS

b 1974 Queensland

Prince/Zavros 2012

charcoal on paper

Courtesy of the artist and Philip Bacon Galleries

Michael ZAVROS

b 1974 Queensland

Prince/Zavros 2012

charcoal on paper

Private collection

Michael ZAVROS

b 1974 Queensland

e Tiger 2012

oil on canvas

Courtesy of the artist and Philip Bacon Galleries

Michael Z...

b 1974 Queensland

Adam's a

oil on board
Private collection

Primary

oil on board
Private collecti

Blue

oil on bo
Private

S

oil
Co

oil
Pr

D

oil on
Private

Michael ZAVROS

b 1974 Queensland

Prince/Zavros 2012

oil on board

Long term loan from a private collection 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program

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