



Barbara Kruger

“I try to make work that joins the seductions of wishful thinking with the criticality of knowing better,” Barbara Kruger (American, b. 1945) has said. An incisive critic and curious consumer of popular culture, Kruger directly addresses the viewer in her work, exposing the power dynamics underlying identity, desire, and consumer habits. For more than forty years, she has combined provocatively concise language with images and iconography drawn from mass media, powerfully questioning social relations with humor and urgency.

Covering the various surfaces of the Marron Family Atrium’s walls and floor in boldly designed text, this new commission engages ideas of power and agency, as well as the self-absorption, voyeurism, and brutality found in many aspects of contemporary culture. Kruger conceived the installation with the atrium’s multiple entry points and viewing perspectives in mind; visitors are encouraged to walk on the vinyl floor and to look at the installation from the Museum’s upper levels. Taking advantage of the atrium’s imposing scale, Kruger explores connections between architecture and political authority while drawing attention to the viewer’s position in space—and in society more broadly.

Organized by Peter Eleey, former Chief Curator, MoMA PS1, and Lanka Tattersall, Curator, Department of Drawings and Prints, The Museum of Modern Art.

The exhibition was organized by The Museum of Modern Art, New York, The Art Institute of Chicago, and the Los Angeles County Museum of Art.

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