



Art at MIT

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SUPERPOWER POLITICS AND ADVERTISING AT MIT IN OCTOBER

Boston artist and theorist Richard Bolton will create a provocative mixed-media installation, The Bear in the Marketplace: Anticommunism and Patriotism in Recent American Advertising at the MIT List Visual Arts Center, October 7 - November 27. Actual print advertisements, television commercials, photographs, charts, and texts will be incorporated into an unconventional visual essay which analyzes the influence of international politics and attitudes on the rhetoric and imagery of advertising during the Reagan era. Public preview reception: Thursday, October 6, 5-7 pm.

Discussing the thesis of his project, Bolton explained: "If we are to understand the current state of democracy, we must look at how communication occurs (or doesn't occur) in democratic nations. We must look particularly at advertising--the loudest voice in our lives. Anticommunism and patriotism have been used as a marketing device for everything from clothing to cigarettes, from hamburgers to batteries."

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Bolton received an MFA in photography from the Cranbrook Academy of Art, 1981, and an MA in Liberal Studies from St. Johns College, 1985. He is currently Director of Publications for Educators for Social Responsibility, Cambridge. His work has been exhibited widely, including one-person exhibits at the Visual Studies Workshop, Rochester, NY, the Toronto Photographers Workshop, and the School of Art Institute of Chicago. Bolton's writings and work have been widely published. He recently edited an anthology, The Contest of Meaning: Critical Histories of Photography, forthcoming from MIT Press, and is Series Editor for "Media & Society," a collection of books published by the University of Minnesota Press.

GALLERY TALK: The artist will present an informal gallery talk, Sunday, October 16 at 4 pm.

CONFERENCE: This art project is presented in conjunction with "Anticommunism and the US: History and Consequences," an international conference at Harvard University, November 11-13, organized by the Institute for Media Analysis. Conference Information: John Demeter, Conference Director, 628-6585.

PANEL DISCUSSION: An interdisciplinary panel discussion has been organized to explore the confluence of advertising and political ideology. Panelists to be announced.

The List Visual Arts Center is located in the MIT Wiesner Building, 20 Ames Street, near the Kendall Square T Station. Weekdays, 12-6; Weekends, 1-5. Closed Columbus Day, Veterans Day, and Thanksgiving. Admission free.