Richard Prince
Posters

17 May – 7 December 2025
Hetzler | Marfa: 1976 Antelope Hills Road

Opening: Saturday, 17 May, 5 – 7pm



Richard Prince, *Untitled*, 2016, courtesy of Richard Prince Studio

Hetzler | Marfa is pleased to announce *Posters,* a solo exhibition of works by **Richard Prince**, for the gallery's annual presentation in Marfa, Texas.

One of the foremost representatives of appropriation art, Richard Prince has been recontextualising images and ideas from mass media, advertising and entertainment since the 1970s. Often based on products of everyday American culture, his practice is one of 'post-production', which reworks cultural phenomena and their attributes to rewrite received narratives and our understanding of history.

The present exhibition brings together a large body of Prince's *Poster* works on canvas and on paper, created between 2014 and 2024. The large canvases show reproductions of advertisements for mail-order posters, as were often found at the back of magazines in the second half of the 20th century. Hugely popular at the time, these printed images represent touchstones of early counter-cultural magazines, which are among Prince's long-term interests. The motifs of political slogans and far-out art in the form of cheap posters are singled out and chosen by the artist. They find their origins in the hippie head-shop culture of the late '60s, which also encompassed magazines, music and comedy records. Taped-off and blocked-out from the pages where they were listed, the images have been blown up so that the resulting works are far larger than the original posters.

In their seemingly arbitrary selection, the poster images combine anti-war slogans, reproductions of Modern art, graphic-design interpretations of nude couples, and pictures of cats in sometimes humorously disparate compilations. The revolutionary attitude of the late '60s student protests is juxtaposed against the self-indulgence of hippie culture in this side-by-side illustration of popular visual language.

If cultural attitudes are transported through everyday imagery, then Prince makes them transparent by applying the focus of his artistic practice to these source materials. Method and implication are translated into different contexts and, with his meticulous attention to detail, the artist decodes the communication of contemporary visual language and the ideas which are concealed within it.

Richard Prince (b. 1949, Panama Canal Zone) lives and works in Upstate New York. Prince's work has been the subject of numerous solo exhibitions in international institutions, including Georgia Museum of Art, Athens (2024); Louisiana Museum of Art, Humblebaek; The Karpidas Collection (both 2022–2023); Museum for Modern Art, Weserburg (2021); Museum of Contemporary Art Detroit (2019–2020); Museo de Arte Latinoamericano de Buenos Aires Malba; Espace Louis Vuitton, Beijing; Astrup Fearnley Museet, Oslo (all 2018); Los Angeles County Museum of Art (2017–2018); Kunsthaus Bregenz (2014); Picasso Museum, Malaga (2012); Le Consortium, Dijon (2011); Serpentine Gallery, London; Walker Art Center, Minneapolis (both 2008); Guggenheim Museum, New York (2007–2008); Kunsthalle Zürich (2002); Museum für Gegenwartskunst, Basel (2001); and MAK, Vienna (2000), among others. The artist participated in the Venice Biennale in 2007 and 2003, as well as the Whitney Biennial in 2004, 1997, 1987 and 1985.

Works by Richard Prince are in the collections of international museums including the Art Institute of Chicago; Astrup Fearnley Museet, Oslo; The Broad, Los Angeles; Centre Pompidou, Paris; Fondation Louis Vuitton, Paris; Institute of Contemporary Arts, Boston; Kunstmuseum Basel; Los Angeles County Museum of Art; The Metropolitan Museum of Art, New York; Modern Art Museum of Fort Worth; Museum of Contemporary Art, Chicago; Museum of Contemporary Art, Los Angeles; The Museum of Modern Art, New York; Palazzo Grassi, Pinault Collection, Venice; San Francisco Museum of Modern Art; Solomon R. Guggenheim Museum, New York; Tate, London; Victoria and Albert Museum, London; and Whitney Museum of American Art, New York, among others.

Further exhibitions and events

BERLIN

Janaina Tschäpe
A gush of wind (Atemraum)
7 November – 31 January 2026
Potsdamer Straße 77–87
10785 Berlin

Eleanor Swordy
Say Less
14 November – 17 January 2026
Bleibtreustraße 45
10623 Berlin

Grace Weaver
Mothers
11 September – 29 November 2025
Goethestraße 2/3
10623 Berlin

PARIS

Albert Oehlen
Endless Summer
20 October – 20 December 2025
46 & 57, rue du Temple
75004 Paris

LONDON

Danielle Mckinney
Second Wind
18 September – 1 November 2025
41 Dover Street
London W1S 4NS

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