

GAGOSIAN GALLERY



The Playmate as Fine Art

*Seven famous contemporary
artists interpret Playboy's
provocative Centerfold*

It was a different world back in 1967, when Hugh Hefner and PLAYBOY Art Director Arthur Paul sought out 11 of the world's best-known artists and sculptors to transform the Playmate into fine art. The Centerfold had not yet assumed its place in the American consciousness, and artists were not as likely then as they are today to use elements of popular culture for inspiration. That has changed, of course. Today the Playmate is a part of American iconography: We see references to her image in many parts of our culture. It seemed appropriate, then, to revisit the Playmate with a new generation of artists and to see how they might respond to this American archetype. With that in mind, we asked seven artists to interpret the Centerfold on their own terms. No conditions were set, nor specific Playmates mandated. On these eight pages, we see the creative responses of our artists.



▲
Cindy Sherman,
Untitled #264, 1992, 50
x 75 inches (above),
and *Untitled #261*,
1992, 67.5 x 46 inches
(right), photographs.

Cindy Sherman

◆ Born in 1954 in Glen Ridge, New Jersey, Sherman is counted among the most influential artists of the last half-century. Upon graduating from the State University of New York at Buffalo in 1976, Sherman relocated to New York City, where she began making the seminal *Untitled Film Stills*. She has gone on to photograph and cast herself in various roles through her masterful use of costume, setting and pose. A retrospective of Sherman's work is currently on view at the Walker Art Center in Minneapolis. Accompanied by a comprehensive catalogue, the exhibition, which began its tour at the Museum of Modern Art in New York, will also travel to the Dallas Museum of Art. A selective exhibition organized by the Moderna Museet in Stockholm and the Astrup Fearnley Museet in Oslo will open in 2013 before traveling to other European venues.

