AMERICANA THE BEAUTIFUL
Since the early 1980s, Richard Prince has rephotographed and painted around images of cowboys found on billboards and in magazine advertisements—think the Marlboro Man—to illustrate how the American West, which idealized the cowboy as a figure of masculinity, has been used to market products to consumers. A selection of his works, including Untitled (Cowboy), left, are on display at the Gagosian Gallery in Beverly Hills, Calif., until April 6.