

GAGOSIAN GALLERY

TIME

Pop Chart



AMERICANA THE BEAUTIFUL

Since the early 1980s, Richard Prince has re-photographed 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.