GAGOSIAN GALLERY



Pop Chart



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 Manto 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.

IMAGES; HOULT: ERNESTO RUSCIO—GETTY IMAGES; KANDINSKY: COURTESY STÄDTISCHE GALERIE IM LENBACHHAUS, MUNIC MAGES; MATTHEWS: JON KOPALOFF—GETTY IMAGES; ESTEVEZ: CINDY ORD—GETTY IMAGES; MACLACHLAN: CORBIS; JOHN: P. 30SIAN GALLERY; OBAMA: BRENDAN SMIALOWSKI—AFP/GETTY IMAGES; CANDLE: SIGUR RÓS; GAGA: WILLIAM VOLCOV—GET