




Ed Ruscha, Not Only Securing the Last Letter But Damaging It as Well (Boss), 1964


ACTION
& ARTS

Re-mark-able? Sure thing!



“ I liked the word, and it meant different things, and does not have a limited definition. [...] But it wasn't actually the various meanings that gave the word its power, it was rather the roundness of the thing – both the 'S's and the 'B' and the 'O'. (1)

 Painting, typography, pop art, conceptual art, advertising, drawing

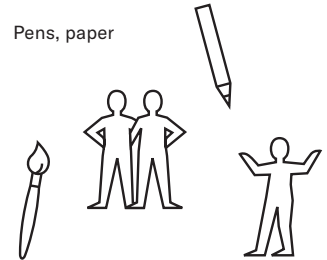
- ▷ Look for a term that has a personal meaning for you.
- ▷ Examine the sound and the statement. Is your word ambiguous?
- ▷ Find a suitable font and design.
- ▷ How can you play around with the statement, break it up, ironize it, deform it ...?
- ✳ Copy a trademark lettering.
- ▷ Make sure you reproduce the logo exactly.
- ▷ Make a change to the work, in order to confuse the viewer or criticize the brand.
-  *get out:*
- ▷ Capture lettering that you find on the street and which particularly appeals to you with your smartphone.
- ▷ Talk to each other about it.

THINK

What effect do typography and coloring have? How do words become trademarks? How do word meanings change, how does language change?

DISCUSS

Pens, paper



✳ acrylic or oil paints, canvas