Artist

Ken Reinhard

(Australian born 1936)

Basle Workman, 1987, Photo print and mixed media on canvas, 104 x 104cm

Information about Ken Reinhard

I'd always been fascinated by the signs on the road. It's interesting when you go into the city and you have a look at the signs that are along the side of the road, they just get to the point where there's such a conglomeration of them, that you wonder if anybody can take note of them, which ever one they are supposed to be watching. Ken Reinhard

Since the 1960's, Australian Pop artist Ken Reinhard has focussed on reflecting the style and attraction of contemporary popular culture. He explores commercial and industrial techniques making use of imagery from mass advertising and marketing of popular culture. Reinhard playfully combines abstraction and figuration to explore formal relationships between clean lines, shapes and primary colours. His work shows:
Juxtaposing two-dimensional images such as bright colourful photography of fast sports cars (the artist is an automobile enthusiast), local places and European scenes with basic three-dimensional geometric forms and sculptural elements.
Remixing **appropriated** images of road signs, flags, diagrams, glossy adverts, numbers, mathematical symbols, arrows, dots and patterned discs to create new social messages.

Studying

- By the 1960's Pop Art was an international phenomenon and Ken Reinhard was at the forefront of Australian Pop. How does Reinhard compare to the early innovator of American Pop:
  James Rosenquist http://www.jamesrosenquiststudio.com/artwork/6102-president-elect
  and British Pop pioneer Eduardo Paolozzi https://www.tate.org.uk/art/artists/sir-eduardo-paolozzi-1738
- Similar to American Pop Artist Ed Ruscha, Reinhard intentionally uses signage, words and phrases in his artwork to create a new meaning. Research a work by Ed Ruscha https://edruscha.com/ and describe the similarities you find to Reinhard's *Basle Workman*

Making

- Construct an artwork about 'NOW' - the contemporary moment! What type of imagery reflects the changing culture of the present moment? Find and save a few images that define your thoughts. This may include; TV celebrities, film actors, social media stars, mass produced objects or advertising etc. Arrange some chosen images using Word and develop using the tools available, add two-dimensional shapes and playing with scale and proportion.