

TAG: Whose Values?

An interactive activity exploring ideas inspired by the art of Barbara Kruger and the Getty Artists Program.

About *Whose Values?*

As part of the Getty Artists Program at the J. Paul Getty Museum, artist Barbara Kruger has joined forces with 11th and 12th graders from Los Angeles area high schools, where she has engaged in discussions and activities supporting collaborative art and writing projects.

At the core of all these activities are four questions formulated by Kruger that aim to draw out student voices, incite powerful conversations:

***Whose Values? Whose Justice?
 Whose Fears? Whose Hopes?***



“The Getty Artists Program is an opportunity for me to encourage students to try to visualize, musicalize, and textualize their experience in the world. I know that this creation of commentary can change lives, encourage ambition, and suggest the pleasure of learning.”

– Barbara Kruger

Get Started Discussing Art

Start with what you see:

Describe the colors, lines, shapes and textures you see in the artwork.

What is the artwork made of? Is it a photograph, painting, sculpture or installation?

Begin to analyze:

What mood to the colors and textures create? Do the images remind you of something you'd see outside of a museum or gallery? Where did they come from?

How does the text change the image or room it is paired with?

Consider meaning:

What message do you think the artist was trying to convey?

How does that message relate to society today?

TAG: Whose Values?

Activity Overview

Join a conversation started by renown feminist and conceptual artist Barbara Kruger. Through this interactive activity for classrooms, or any interested groups, explore art's capacity to investigate issues of social justice, identity, race, gender and advocacy.

Objectives

Analyze and discuss an artwork by Barbara Kruger using close looking techniques and critical thinking skills.

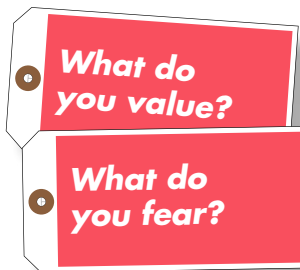
Consider and express how the issues raised by the artist relate to personal views and life experience.

Share and read responses by peers and the wider public online, and learn to contextualize and reflect on perceptions of the world.

Gain an understanding about art's capacity to impact society.

Materials

- Printer, preferably color
- Paper, preferably heavy-weight
- Scissors
- Single hole-punch
- String
- Pens or pencils
- Bulletin board, tree, fence or any other creative site for tying and sharing tags



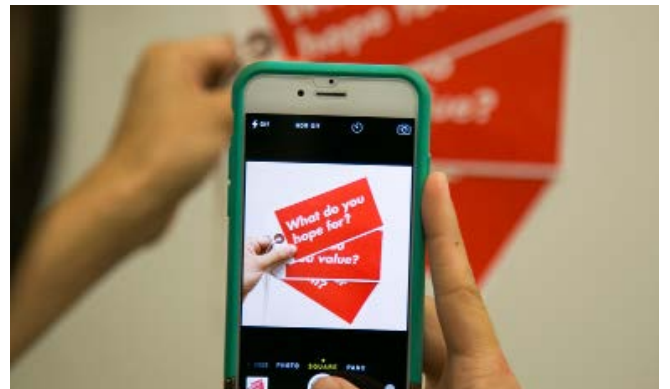
Steps

1. DISCUSS THE ART - get to know Barbara Kruger by looking at one or more of the following works:
 - A. *Your Body is a Battleground*, 1989. The Broad Art Foundation.
 - B. *Untitled (It's a small world but not if you have to clean it)*, 1990. Museum of Contemporary Art, Los Angeles.
 - C. *Belief+Doubt*, 2012. The Hirschhorn Museum and Sculpture Garden.
2. CREATE tags from the attached printable template, cut them out, punch a hole, and attach a string
3. CHOOSE a tag, READ the question, and WRITE a response from your own perspective.
5. TIE tags to a display installation (see ideas below)
6. EXPLORE the other responses
7. SHARE with #WhoseValues



Ideas For Your Own TAG Installation

- Create a bulletin board where tags can be tied to clothesline, or tacked up for display
- Tie tags on to tree branches, or a wire fence
- Tie tags to hallway lockers



Join The Conversation With #WhoseValues?

Barbara Kruger inserts her artwork into magazines, on billboards, or on buses, co-opting media channels and sites of advertising for circulating art and starting critical and political discussions. Today, social media is a new system to infiltrate with art and ideas.

Participants are encouraged to snap pictures of their tag statements and share them on Twitter, Instagram or Facebook using #WhoseValues. Use the hashtag to explore responses from others interacting with the project from the Los Angeles area schools, the Museum, and beyond.

A red rectangular tag with a hole punch on the left side, outlined with a dashed yellow border. The text is in a bold, white, italicized sans-serif font.

***What do
you value?***

A red rectangular tag with a hole punch on the left side, outlined with a dashed yellow border. The text is in a bold, white, italicized sans-serif font.

***Justice for
whom?***

A red rectangular tag with a hole punch on the left side, outlined with a dashed yellow border. The text is in a bold, white, italicized font.

***What do
you fear?***

A red rectangular tag with a hole punch on the left side, outlined with a dashed yellow border. The text is in a bold, white, italicized font.

***What do you
hope for?***