Learn with MoMA

MoMA
THIS IS ABOUT LOVING AND LONGING. ABOUT SHAMING AND HATING. ABOUT THE PROMISES OF KINDNESS AND THE PLEASURES OF DOING DAMAGE. THIS IS ABOUT CRAZY DESIRE AND HAVING A GIFT FOR CRUELTY. THIS IS ABOUT THE DIFFERENCE BETWEEN THE FIGURE AND THE BODY. ABOUT THE FICKLENESS OF RENOWN. ABOUT WHO GETS WHAT AND WHO OWNS WHAT. ABOUT WHO IS REMEMBERED AND WHO IS FORGOTTEN. HERE. IN THIS PLACE. THIS IS ABOUT YOU. I MEAN ME. I MEAN YOU.
Step 1
Look closely

1. Look closely at the text in the images on pages 1 and 2. What words or phrases can you identify?
2. What big ideas do you think the artist is trying to convey?
3. This installation covers the three-story walls and floor of the Museum’s atrium. Why do you think the artist chose to install the words on such a large scale?
4. How might it feel to stand in this space?

Step 2
Learn more

In this installation, Thinking of You. I Mean Me. I Mean You, Barbara Kruger has enveloped MoMA’s Marron Family Atrium with the bold textual statements about truth, belief, and power.

Kruger combines images from mass media with phrases that explore social issues and relationships with both humor and urgency. Kruger uses this large architectural space to immerse viewers in a thought-provoking environment.

This installation includes a quote, from George Orwell’s novel 1984, that covers the entire floor:

“IF YOU WANT A PICTURE OF THE FUTURE, IMAGINE A BOOT STAMPING ON A HUMAN FACE, FOREVER.”

Step 3
Activity: Make a statement collage

Materials: paper, pencils, scissors, glue, current newspapers and magazines

1. Think about an issue you are passionate about. For example: the environment, social issues, or personal identity.
2. Write down a phrase that expresses that idea.
3. Look through newspapers and magazines and cut out the words that you will need to make a collage of your phrase.
4. Optional: Find an image that will support your statement.
5. Arrange your words (and images, if using) in a way that draws a viewer’s attention and makes an impression. When you are ready, glue the words and images down.

Step 4
Share!

Display your statement collage in a place where other people can see it: in a classroom, at home, in your window. Or you can email a photo of it to us at MoMA: schoolprograms@moma.org.

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