Print - Love

Object: Print

Place of origin: Germany (printed)

Date: 1967 (made)

Artist/Maker: Indiana, Robert, born 1928 - died 2018 (artist)

Editions Domberger (printer)

Materials and Techniques: Colour screen print on paper

Credit Line: Copyright ARS, New York & DACS, London 2001

Museum number: CIRC.576-1968

Gallery location: On short term loan out for exhibition

Public access description
This is one of the iconic images of American Pop Art. Indiana himself has reworked the motif in prints, paintings and sculptures, and it was even used as a design for a U.S. postage stamp. It has also been much imitated and 'quoted' by other artists and designers. It has come to stand as an emblem for the spirit of the 1960s, the era of 'free love' and sexual liberation. The image has the visual impact of an advertising poster or a corporate logo.

This particular version is one of a set of four entitled 'Love Wall', produced for a portfolio published in Germany on the occasion of the exhibition Formen der Farber [Form in Colour], at the Württembergischer Kunstverein, Bonland Bei Stuttgart, Germany, 1967.

Descriptive line
Robert Indiana: Love. Screenprint 1967

Physical description
The letters of the word LOVE printed in red against a blue and green ground, arranged in a square formation, with LO at the top and VE below. The image is printed to the edge of the sheet on 3 sides but a wide un-printed margin is left on the remaining side.

Dimensions
Height: 65 cm sheet, Width: 50 cm sheet, Height: 650 mm, Width: 501 mm

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URL
http://collections.vam.ac.uk/item/O157118/love-print-indiana-robert/