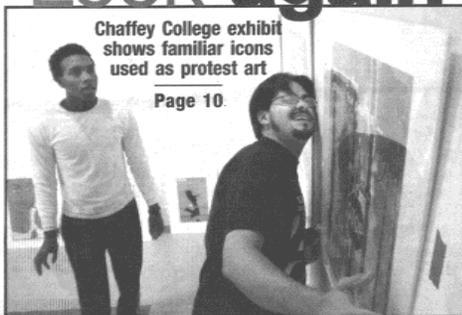


Look again



Chaffey College exhibit shows familiar icons used as protest art

Page 10.

Marc Campos/
Staff Photographer
Preparer
Christopher
Dievendort
hangs a print
at the Wignall
Museum last
month in
Rancho
Cucamonga,
in preparation
for the exhibit:
"Subvert-
isements."

By Wendy Leung
Staff Writer

RANCHO CUCAMONGA — This exhibit has a tendency to instigate double takes. That iPod ad, on closer inspection, is actually a political statement on the Iraq war. The Gap poster, with its familiar indigo and white block print, is in fact stating opposition to the 1998 welfare reforms.

Without a doubt, "Subvertisements," the first Wignall Museum exhibit for this Chaffey College school year is a controversial one.

The graphic arts show — produced by the Center for the Study of Political Graphics — features posters using popular brands and logos to make political statements.

The images span the past five decades and range in topics from opposition to sweat-shop labor to Vietnam war protests.

One poster — looking like an ad for Del Monte peaches — has a picture of former President Richard Nixon embedded inside the orange fruit.

"Nixon impeaches, very seedy," reads the text on the poster.

Rebecca Trawick, assistant curator of the museum, said she was anxious to see how the show

will be received, especially since the campus is in a relatively conservative area.

"I'm excited that this will create dialogue," Trawick said. "These issues are political and very emotional and we understand that. Part of being an educational institution is to support critical thinking."

Not all the pieces are as lighthearted as the tongue-in-cheek one about Nixon.

One of the more striking posters is a silhouette of a tortured Abu Ghraib prisoner drawn like the popular iPod ad.

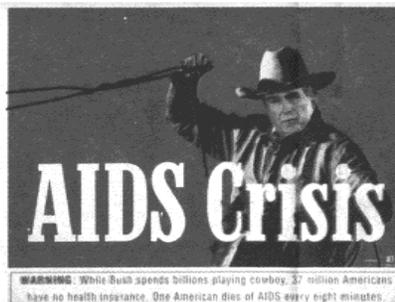
In the corner of the piece, "iRaq" is written in the familiar Apple font. Another poster, critiquing the welfare reforms of the late 1990s, was designed like a Gap ad and reads, "Income GAP, an American classic."

"It's supposed to be controversial," said Carol Wells, director of the Center for the Study of Political Graphics. "That's the idea of having posters that are protesting the way the world is. That's what patriotism is all about, to not accept the status quo but to make something right."

Wells founded the Los Angeles-based center in 1988 with several thousand posters on social change. The collection now boasts 60,000 images and the center puts on

get the Message

'Subvertisements' exhibit shows pop ads with new intent



AIDS Crisis ACT UP/NY Offset, 1990 New York, New York

several exhibits every year.

Chaffey College is the second stop for "Subvertisements." Last spring, the show made its debut at Cal State Northridge, where 1,300 students from area middle and high schools attended as part of school trips.

Wells said political graphics are a great teaching tool, particularly for young students who know little about the political movements of decades past. At the exhibit, anti-Iraq war posters are hung alongside anti-Vietnam War signs. One poster, harkening the Vietnam era, has "Napalm" written on a picture of a glass bottle with the swirly Coca-Cola font. It reads, "It's the real thing for Southeast Asia."

"We're in a very visual society and these posters, with their bright images, attract (students') attention," Wells said. "It's an incredible way of teaching people history and getting them to get involved and exercise their rights in citizenship."

A reception for "Subvertisements" is scheduled on Wednesday from 4 to 6 p.m. at the Wignall Museum.

For information about the Center for the Study of Political Graphics, visit www.politicalgraphics.org.

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fyi

If you go
What: "Subvertisements — Using Ads and Logos for Protest"

Where: Wignall Museum, 5885 Haven Ave., Rancho Cucamonga
When: 10 a.m. to 4 p.m. Mondays through Fridays, noon to 4 p.m. Saturdays through Sept. 29
Cost: Free
Information: (909) 652-6492, www.chaffey.edu/wignallgallery

RANCHO CUCAMONGA FONTANA RIALTO

CITY NEWS



fair fun
The Sun Begins at the L.A. County Fair
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community
Rancho honors Shiner
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Courtesy Wignall Museum of Art
iRaq
(Abu Ghraib prisoner Forkscrew Graphics Silkscreen), 2004 Los Angeles, California



Courtesy Wignall Museum of Art
Stop the Draft
Lee Whitten
Photograph: Joe Rosenthal
Silkscreen, 1980 Los Angeles, California



Courtesy Wignall Museum of Art
Sun Mad
Ester Hernandez
Silkscreen, 1982 San Francisco, California