



**ED RUSCHA (b. 1937)**

**The End**

**RU(12) Studio No. M2016.10**

glass hologram set

11 x 14 in. (11 3/4 x 14 3/4 x 1 1/2 in.)

27.94 x 35.56 cm (29.85 x 37.47 x 3.81 cm)

12/23 + 2 Printer's Proofs

1998-2016

27904

**PROVENANCE:**

Private Collection

Ed Ruscha is one of the most distinguished American artists due in part for his explorations of the symbols of Americana and the relationship between language and art. *The End* is a cinematic theme that the artist used in the 1990s and 2000s, appearing in paintings, prints, and drawings – notably the 1991 large-scale painting at the Museum of Modern Art. Addressing the passage of time and obsolescence, Ruscha makes use of an antiquated typeface and an old cinematic tradition of using text in film. The concept of ephemerality is enhanced by the words themselves, *The End*, and the nature of the medium itself; considered futuristic when it was developed in the 1960s, the laser technology for holograms also creates a sense of impermanence as the images change with the viewer's movement. While there is innate movement in the shifting words and images, these holograms also represent a full stop – a transitory moment frozen in time.

Edward Ruscha was born December 16, 1937 and is an American artist associated with the Pop art movement. He has worked in the media of painting, printmaking, drawing, photography, and film. Ruscha lives and works in Culver City, California. He achieved recognition for paintings incorporating words and phrases and for his many photographic books, all influenced by the deadpan irreverence of the Pop Art movement. Ruscha's textual, flat paintings have been linked with both the Pop Art movement and the beat generation.

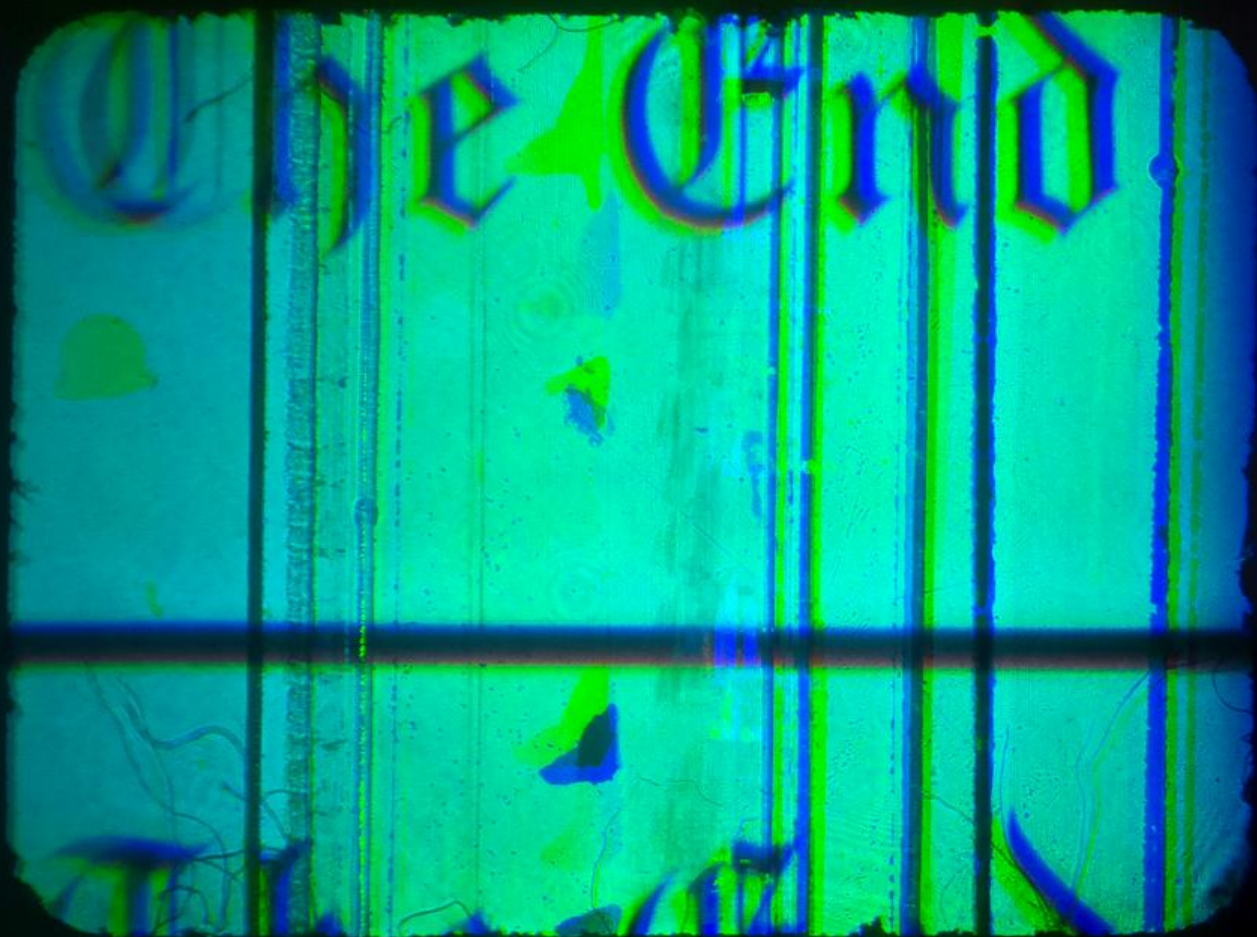
In 2004, The Whitney Museum of American Art organized two simultaneous exhibitions: *Cotton Puffs, Q-tips®, Smoke and Mirrors: The Drawings of Ed Ruscha*, which traveled to the Museum of Contemporary Art, Los Angeles and then to the National Gallery of Art, Washington, D.C., and *Ed Ruscha and Photography*. Also in 2004, the Museum of Contemporary Art in Sydney mounted a selection of the artist's photographs, paintings, books and drawings that traveled to the Museo Nazionale delle Arti del XXI Secolo, Rome and to the Scottish National Gallery of Modern Art. Another exhibition of Ruscha's photographs was organized for the Jeu de Paume in Paris in 2006. Ruscha was the United States representative at the 51st Venice Biennale in 2005. In 2009, the Hayward Gallery, London mounted a retrospective of the artist's paintings.

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The End



The end





















Ed Ruscha 1998-2016

"THE END #3"

Hologram RU(12)3

11 x 14 inches (27.8 x 35.6 cm)

From Set No. 12/23 Artist's Studio No. M2016.10

RU(12)3

RU(12)3

