教学支持单

演讲者：Amy Charlesworth

玛莎·罗塞尔，*Service: a trilogy on colonization, 1976-78*, 明信片小说/表演

在这个短片中，Dr Charlesworth 检查了一个美国艺术家玛莎·罗塞尔的持续性表演和基于文本的项目。这种形式是明信片的形式，该作品的传播是通过美国邮政服务，并且该作品的主体内容是关于国内的体验。Dr Charlesworth 指出了新的社会运动和政治气候，这促使学生思考艺术和日常生活之间的关系。一些关键术语和媒介是学生可能想要思考的。例如，罗塞尔的作品可以被视为一种艺术品（后期的在线练习进一步让学生产生一种更复杂的想法）。

在观看短片之前，请查看玛莎·罗塞尔在泰特网站上的简介：


并查看这两种作品的图像：https://www.printedmatter.org/catalog/23591/

在观看短片之前，请问你的学生以下问题（学生需在附带的表格中完成）

1. 你对‘现代’和‘后现代’艺术了解多少？什么是相似之处，什么是不同之处？这可能有助于绘制一个比较的表格来完成这项练习。

例如，虽然严格定义现代时期和后来的（1970 - ）后现代时期之间的界限是问题的，但这样的比较性练习可能会让学生思考某些问题。罗塞尔的*Service* 就可以被认为是艺术品（后者的在线练习进一步说明了一个更复杂的练习，让学生能够看到这些类型的更长的历史。）
situated only in the postmodern where students can note differences and similarities as opposed to a strict ‘break’)

You can find a definition of modernism in Tate’s Art Term Glossary here: http://www.tate.org.uk/art/art-terms/m/modernism

And a definition of postmodernism here: http://www.tate.org.uk/art/art-terms/p/postmodernism

<table>
<thead>
<tr>
<th>Modern art</th>
<th>Postmodern art</th>
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<tbody>
<tr>
<td>Art for art’s sake (autonomous from the world)</td>
<td>The ‘everyday’ (heteronomy, art’s connection to and/or place in the world)</td>
</tr>
<tr>
<td>Painting and sculpture</td>
<td>Mixed media, lens (photography, film, video), installation, performance</td>
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<tr>
<td>Lasting materials</td>
<td>Ephemera</td>
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<tr>
<td>Originality</td>
<td>Copy</td>
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<tr>
<td>Authorship and singularity</td>
<td>Collaboration and removal of assumed hierarchies</td>
</tr>
<tr>
<td>Concern with formal technique</td>
<td>Focus on subjectivities and identities (a preoccupation with context)</td>
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</tbody>
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2. What do you think this work/object depicts or represents? Describe what you see on the screen. (you might think of things like scale, how a viewer might interact with the object, or even use it). Can you identify any recognisable elements (plants, humans, animals, landscape features, architectural details, forms)?

3. How is the different media displayed in the work?

After watching the film

Questions to ask your students after watching the film.

1. What effects (aesthetic, social, political etc) do you think the artist was trying to achieve in this work?

This is of course a complex question but it might be easiest to begin with how viewers would have first encountered this work, that is through the postal system and not on a standard art gallery wall. It might be useful to debate whether or not such work aimed to speak to a wider audience and to those who may not necessarily visit museums and galleries, and how successful (or not) this strategy could be.
2. Ask the students to consider the scale of the work, the material and whether being able to hold this work makes a difference to how one might appreciate it and perceive it. For example, what might change if these postcards were enlarged to resemble a large scale painting, framed and hung on the walls of a gallery?

3. Has the film helped you define some of the formal elements of the work/object? Consider scale, subject matter, medium, and other formal elements.

One example might be to think about the choice of typeface used by the artist in the work. Rosler experimented with lots of different typefaces around this time. For example, the artist has provided us with the below example, have a think about how the example here produces a different effect to that seen on the postcards? You may want to pause on some of the recorded close up footage of the book in the film so students can cross-examine.

(image provided by artist Martha Rosler)

4. Does it have a recognisable purpose or function? Does this relate to the time period in which it was made?

For example, you might want to begin with the question, how might we understand such a project as an artwork? You might then follow this up with a debate around how the social unrest of the time period in US history impacted on the function and purpose of art, asking is art connected to the social? And if so, how might that be visible through formal expression and use of different materials? It might be useful to also relate it to the larger political landscape, such as the Vietnam War to tie in with the A-level spec on war and how the home can be seen as a political space.

5. What is its relevance for today?

It might be useful to compare this with OAO films made on contemporary art, such as Seizure, Cold Dark Matter, or Hanging Trees. Ask the students to list any comparable aspects between a work such as this made in the 1970s and later works of installation art.
You can find a definition of installation art in Tate’s Art Term Glossary here:
http://www.tate.org.uk/art/art-terms/i/installation-art

Online Activity

1. Take a look at another American artist, Eleanor Antin’s work 100 Boots (1971-73) for comparison with Rosler’s work Service https://www.sfmoma.org/artwork/83.116.1-51#view-artwork

How would you list the materials used in each?

Do they both invite a similar physical engagement from the viewer?

What role does text play and what role might the image play in Rosler’s project and in Antin’s?

2. Do a google image search for work by Martha Rosler, you’ll see she often uses photomontage. Then read this interview with her on the Tate website: http://www.tate.org.uk/whats-on/tate-modern/exhibition/ey-exhibition-world-goes-pop/artist-interview/martha-rosler

Thinking about the medium of photomontage have a go at discussing points of similarity between Rosler’s work and other artists from the periods associated with Pop and Dada:

Richard Hamilton Just what was it that made yesterday’s homes so different, so appealing? (1956/2004) http://www.tate.org.uk/art/artworks/hamilton-just-what-was-it-that-made-yesterdays-homes-so-different-so-appealing-upgrade-p20271

Hannah Höch Cut with the Kitchen Knife through the Last Weimar Beer-Belly Cultural Epoch in Germany (1919-1920)

These three artists span the 20th century in the west, what points of comparison and differentiation can you make between them?

How has this activity been informed by what you have learnt looking at the Open Arts Objects film on Rosler’s Service: a trilogy on colonization? In addition, consider how thinking about these works impacts your understanding of the postcard novels.

You can find information about Dada and Surrealism here: http://smarthistory.org/tag/dada-surrealism/


And information about Pop Art and Richard Hamilton’s 1956 collage, Just what is it that makes today's homes so different, so appealing here: https://smarthistory.org/pop-art/.


Bibliography


Resources online
Martha Rosler, *Semiotics of the Kitchen* 1975 [https://www.youtube.com/watch?v=Vm5vZaE8Ysc](https://www.youtube.com/watch?v=Vm5vZaE8Ysc)
Martha Rosler, [http://www.martharosler.net/](http://www.martharosler.net/) (artist’s website)