

ICONS ON COTTON PROJECT ~ 2022 ~ SYNOPSIS

A Recognition and Celebration of Printed T-Shirt Art As a Uniquely Transcendent and Global Cultural Phenomenon

The popularity of screen printed T-shirts has had a profound influence on our cultural, political, and artistic development. As heirs to the successes of obscure as well as prominent poster artists, knowingly or unknowingly, modern T-shirt artists have grown and expanded that legacy while creating a distinctly new art form. The "T-shirt as art" phenomenon, as we know it today, is a direct descendant of posters and the artists who created them.

This art form consists of inexpensive wearable canvases, artistically inspired graphics, and a multitude of printing processes. These range from centuries old printing techniques, to the high-tech four color process, dye sublimation, and the state-of-the-art digital printers presently in use. High end printers are reproducing some of the world's greatest art on cotton, breathing new life into old artworks that are proving to be of interest to consumers of visual art today. T-shirt artists have also turned their creativity loose on a multitude of contemporary and iconic subjects. They include people, places and events of all description, as well as politically and artistically driven subjects.

These efforts have coalesced to create their own remarkable legacy, one that records the breadth and essence of the modern human condition. In doing so, they have blurred the lines between art, craft, culture, and commerce while creating an eclectic global industry along the way that is projected to reach \$30 billion by 2025.

Today this art form has become more significant, global, and ubiquitous than its predecessor poster artists could have ever envisioned. T-shirt artists create mobile works of art that have effectively turned the realm of public interaction into the world's most visited and unique art gallery. During the last thirty years, T-shirt graphics have become the most creative, diverse, and universally dominant form of public art.

My intention is to present a compelling visual narrative, predicated on the images themselves and their shared lineage. One that celebrates and promotes the art, its artists, and their own remarkable yet under-appreciated legacy.