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Creating Connections

Corita Art Center

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you
should never
blink

Creating Connections

Introduction to Corita: See bio

In the 1960's Corita began working in the "Pop" style, taking inspiration from popular culture, such as advertising slogans and product packaging. Much of Corita's work from this period combines text and image from various sources, removed from its original context. By selecting elements from various ad campaigns, Corita subverted the original messages of the advertisements, and instead created new relationships with new meanings. Through her use of composition and juxtaposition, Corita could communicate her own messages of peace and love and draw attention to contemporary issues of war, racism, and poverty.

Goals: Introduce juxtaposition and composition to create new sets of relationships and associations through contrast and ambiguity. Develop imagination, broaden view of what art can be and remove assumptions about a single "right" way of doing things.

Examples:

See example images (64-16, 64-24, 65-26 and source images)

References to food, in particular bread, are frequently found in Corita's Pop art prints. Juxtaposing the bright colors of Wonder Bread packaging, alongside quotes about hunger, Corita calls attention to issues of poverty. These works also carry religious significance, alluding to the Eucharist through words like "wonder" and "enriched bread."

See example image (64-18)

Here Corita uses portions of the text SAF[E] WA[Y], the name of a grocery store chain to draw connections to Martin Luther King, Jr. and his philosophy of nonviolence during the Civil Rights Movement. The title of the print, *someday is now* is also a reference to King's "I have a dream" speech, which states "...one day every valley shall be exalted, every hill and mountain shall be made low...and all flesh shall see it together." Corita's title indicates that "one day" is now.

See example images (67-29, 67-20 and source images)

Corita communicates her anti-war message in both of these prints from 1967. In *stop the bombing* Corita uses the colors of the American flag, and manipulates text from a newspaper headline, giving it the appearance of a waving flag. This is combined with a poem written from the perspective of a soldier in Vietnam, which is displayed in small handwritten text.

Corita's print, *yellow submarine*, uses the colors of the Vietnam flag and incorporates an image taken from a peace button. She also includes various text passages sourced from newspapers and Beatles lyrics, which have been flipped and turned in different ways, causing the viewer to look more closely.



Collage Exercise

Materials:

Magazines
Ruler
Cardstock or construction paper
Glue sticks and/or tape
Pencils, markers, etc.

Select and tear out a variety of interesting images and text from magazines. Don't worry about using everything you select. The important thing is to have many different elements to work with as you experiment with composition and placement. Combine elements from different advertisements, position words upside down or backwards, and try not to worry about the meaning of your piece as you create. Instead choose words and images based on color, shape, and size. The meaning will come later.

“Don’t try to create and analyze at the same time. They’re different processes.” Rule #8,
from Immaculate Heart College Art Department Rules

Once you have positioned everything as you like, paste or tape the elements to the cardstock or construction paper and think about how your collage communicates a new message.

*Feel free to add handwritten text or calligraphy to your piece. Corita saw letters as images and writing as a form of drawing. Her handwriting is visible in many of her prints.

“Words are pictures (they have visible forms) as well as carriers of concepts (verbal forms).
Corita Kent, from *Choose Life or Assign a Sign or Begin a Conversation*

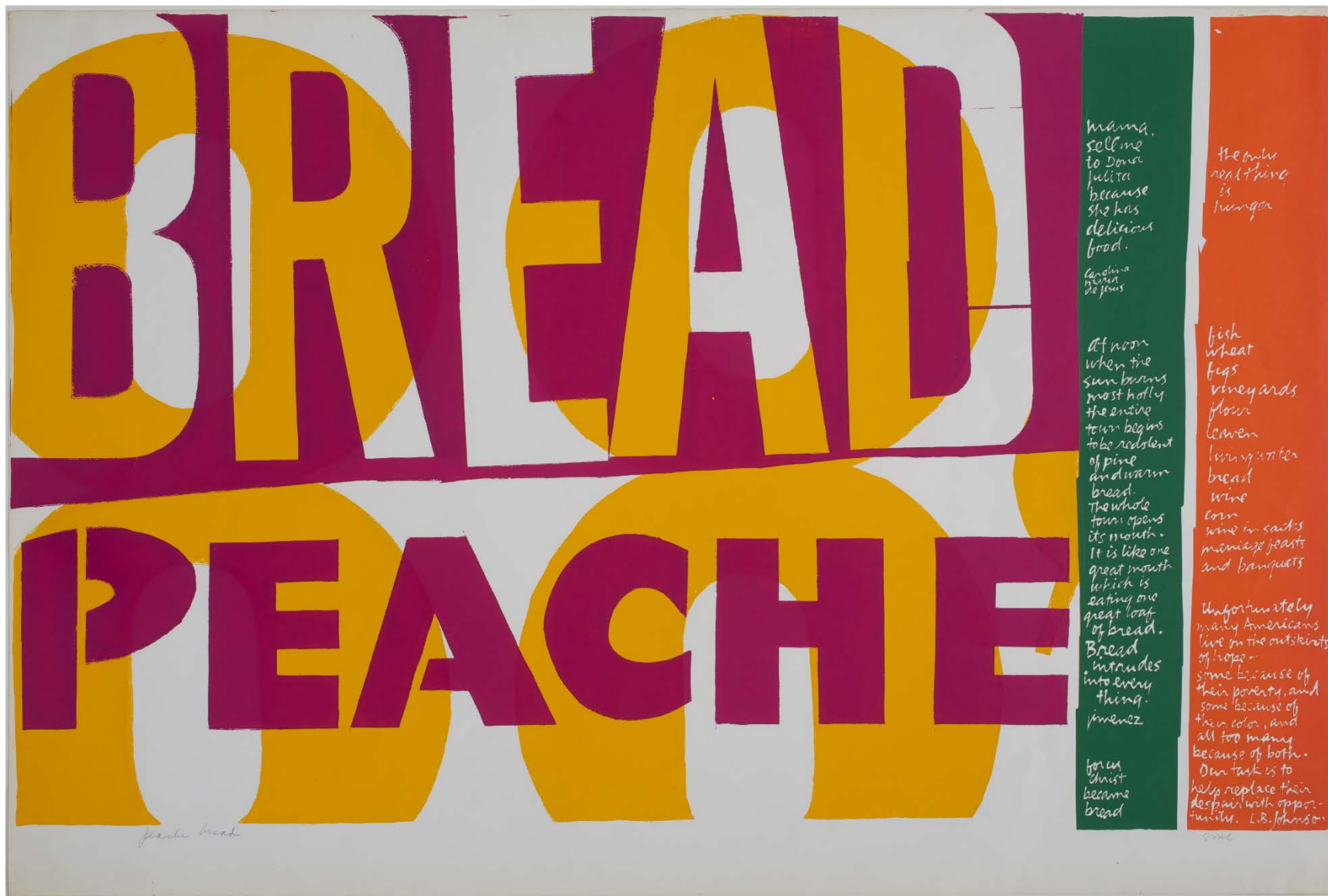


Image 64-16



Image 64-18



Image 64-24



Image 65-26



Image 67-20

Stop the Bombing

*I am in vietnam -
who will console me?*

*I am terrified of bombs,
of cold wet leaves and bamboo splinters
in my feet, of a bullet cracking through
the trees, across the world, killing me -
there is a bullet in my brain,
behind my eyes, so that all I see is pain*

*I am in vietnam
who will console me?*

*from the six o'clock news,
from the headlines lurking on the street,
between the angry love songs on the radio,
from the frightened hawks
and angry doves I meet
a war. I will not fight is killing me -*

*I am in vietnam -
who will console me?*

One through twelve, are the formative years
most for your child's growth.

Serve Wonder Bread—for
enjoyment, for enrichment.

IF PRODUCT OR PERFORMANCE DEFECTIVE
★
Good Housekeeping
GUARANTEES
REPLACEMENT OR REFUND TO CONSUMER



Helps build strong bodies 12 ways!®



Source.billboard wonder



Source.graphic 14



Source.graphic bread wrapper



Source01



Source04



Source06

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“Creating Connections” - Image IDs (with quotes and text)

64-16 peache bread, 1964

Bread
Peaches[s]
88

Supermarket and product signage

Mama, sell me to Dona Julita because she has delicious food.

Carolina Maria de Jesus, from *Child of the Dark: The Diary of Carolina Maria de Jesús* (1962)

At noon when the sun burns most hotly the entire town begins to be redolent of pine and warm bread. The whole town opens its mouth. It is like one great mouth which is eating one great loaf of bread. Bread intrudes into everything.

Juan Ramón Jiménez, from *Platero and I: An Andalusian Elegy* (1914)

For us Christ became bread
the only real thing is hunger

fish wheat figs vineyards flour leaven living water bread wine corn wine in sacks marriage feasts and banquets

Unfortunately many Americans live on the outskirts of hope— some because of their poverty, and some because of their color, and all too many because of both. Our task is to help replace their despair with opportunity.

Lyndon Baines Johnson, from 1964 State of the Union Address in which he introduced his “War on Poverty”

64-24 that they may have life, 1964

ENRICHED BREAD

It's bad you don't know what to do when you've got five children standing around crying for something to eat and you don't know where to get it, and you don't know which way to start to get it. I just get nervous or something.

Kentucky miner's wife

There are so many hungry people that God cannot appear to them except in the form of bread.

Gandhi

Source image files: adv01, source.billboard wonder

65-26 bread and toast, 1965

You may say I've never had the sense of being helped by an invisible Christ, but I have often been helped by other human beings that is rather like the woman in the first war who said that if there were a bread shortage it would not bother her house because they always ate toast.

C.S. Lewis

EXTRA SOFT

Olympic Bread packaging

Source image file: source.graphic bread wrapper



64-18 someday is now, 1964

SAF

WA

Supermarket signage

America's experience is that social concern itself is inevitable. Responsibility for one another is what we mean when we say we are one nation under God.

U.S. Pavilion, World's Fair, 1964-65

I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed and all flesh shall see it together.

Martin Luther King, Jr., "I Have a Dream" speech, 1963

67-29 stop the bombing, 1967

I am in Vietnam--who will console me?

I am terrified of bombs, of cold wet leaves and bamboo splinters in my feet, of a bullet cracking through the trees, across the world, killing me--there is a bullet in my brain, behind my eyes, so that all I see is pain I am in vietnam--who will console me? from the sixoclock news, from the headlines lurking on the street, between the angry love songs on the radio, from the frightened hawks and angry doves I meet a war I will not fight is killing me--I am in vietnam, who will console me?

Gerald Huckaby, from "I am in Vietnam..." in *City, Uncity* (1969)

Stop the Bombing

Newspaper headline

Source image file: source04

67-20 yellow submarine, 1967

Make love not war

Vietnam What has it done to the home of the brave?

VIETNAM

Newspaper headline

and our friends are all aboard many more than live next door

The Beatles, "Yellow Submarine" lyrics (1966)

Source image files: source.graphic 14, source06, source01