

*Michael Zavros:  
The Prince*

24 May - 7 July 2013

Exhibition  
Labels

**The Prince**  
**Michael Zavros**  
**A Rockhampton Art Gallery travelling exhibition**  
**24 May – 7 July 2013**

In New York in the late 1970s a young Richard Prince, working in the tear sheet department at Time Life, began to manipulate images from advertising, reconfiguring them as his own and, in the process, creating some of the most contentious and iconic work of the twentieth century.

Prince's re-photographs of Marlboro cigarette advertising sans logos reclaimed the iconic hero of the frontier – the American cowboy, from the clutches of commercial advertising. Certainly, Richard Prince's original intervention, appropriation, might be seen not as theft, but rather a returning of the images to their original context. Marlboro effectively utilised one of America's great romantic cultural myths – that of the cowboy, a free spirit, an outsider riding the last frontier – and appropriated 'him' to market cigarettes.

Some thirty years later Queensland artist Michael Zavros' recent work revisits Prince's *Untitled (cowboy)* series. This exhibition brings together the *Prince/Zavros* series of drawings and paintings with recent paintings of interiors, earlier paintings of men's fashion drawn from commercial advertising, and 'TV' paintings.

*The Prince* effects a collision between Prince and Zavros across the passage of time, enacting a collapse of art history. Through Zavros' appropriated appropriation – photography mediated via painting – the work of Richard Prince is re-presented to a contemporary audience, for whom, arguably, the original context – cigarette advertising – is redundant. Cigarette advertising is a dinosaur.

For a younger audience, the original Marlboro advertisements may perhaps appear as blasphemy. Perhaps these viewers would be bemused by the marriage of epic snow-capped mountains and cattle, horses and cowboys with a consumable known to cause cancer, but through the lens of contemporary pop culture come to understand it in a post *Mad Men* ironic or retro context.

The *Prince/Zavros* series offers a copy (the Zavros) of a copy (a photograph by Richard Prince) of a copy (the Marlboro billboard advertisement) of a myth (the cowboy). They offer a meditation on what is 'real'. A post postmodern, post appropriation gesture of appropriation, Zavros' paintings and drawings are quite simply, romantic. They remind us of the power of a great image and the potency of a single idea.

**About the artist**

Michael Zavros (born 1974) is one of Australia's most important early mid-career artists. Graduating from Queensland College of Art with a Bachelor of Visual Arts in 1996, his work has been included in significant group exhibitions including *Primavera* (Museum of Contemporary Art, Sydney 2000), *Contemporary Australian Optimism* (Gallery of Modern Art, Brisbane 2008) and *Wilderness* (Art Gallery of New South Wales 2010). His solo exhibitions include *The Glass* (Tweed River Art Gallery 2012), *The Good Son: Works on Paper* (Gold Coast City Gallery 2009), *Everything I wanted* (Institute of Modern Art 2003/2004) and *Egoiste* (Wollongong Regional Gallery 2007). He is a multiple finalist in the *Archibald Prize* (2004, 2005, 2006 and 2009) and was awarded the Doug Moran Portrait Prize, the world's richest portraiture prize, in 2010. In 2012 Zavros was the inaugural recipient of the Bulgari Award at the Art Gallery of New South Wales and a finalist in the *Gold Award* for contemporary painting at Rockhampton Art Gallery. His work is held in numerous private and public collections including the National Gallery of Australia, Art Gallery of New South Wales, Queensland Art Gallery | Gallery of Modern Art, University of Queensland Art Museum, and the National Portrait Gallery.

Michael ZAVROS

b 1974 Queensland

*Betty White* 1998

oil on board

Collection of the artist

Michael ZAVROS

b 1974 Queensland

*Tony combs his hair for  
Saturday night 1998*

oil on canvas

Collection of the artist

# Michael ZAVROS

b 1974 Queensland

*1984* 2002

oil on board

Private collection

# Michael ZAVROS

b 1974 Queensland

*1820s Regency leather sofa/Favela chair/  
Champion dachshund 'Windkiedach Wiggle'/a  
Dale Frank 2008*

oil on canvas

Collection of The University of Queensland, purchased 2008

Michael ZAVROS

b 1974 Queensland

*Prince/Zavros* 2011

charcoal on paper

Griffith University Art Gallery

Michael ZAVROS

b 1974 Queensland

*Prince/Zavros 3* 2011

charcoal on paper

Private collection



Michael ZAVROS

b 1974 Queensland

*The Python* 2011

oil on canvas

Private collection

Michael ZAVROS

b 1974 Queensland

*Prince/Zavros 4* 2012

charcoal on paper

Courtesy of the artist and Philip Bacon Galleries

Michael ZAVROS

b 1974 Queensland

*Prince/Zavros 11* 2012

charcoal on paper

Private collection

Michael ZAVROS

b 1974 Queensland

*Prince/Zavros* 12 2012

watercolour on paper

Courtesy of the artist and Philip Bacon Galleries

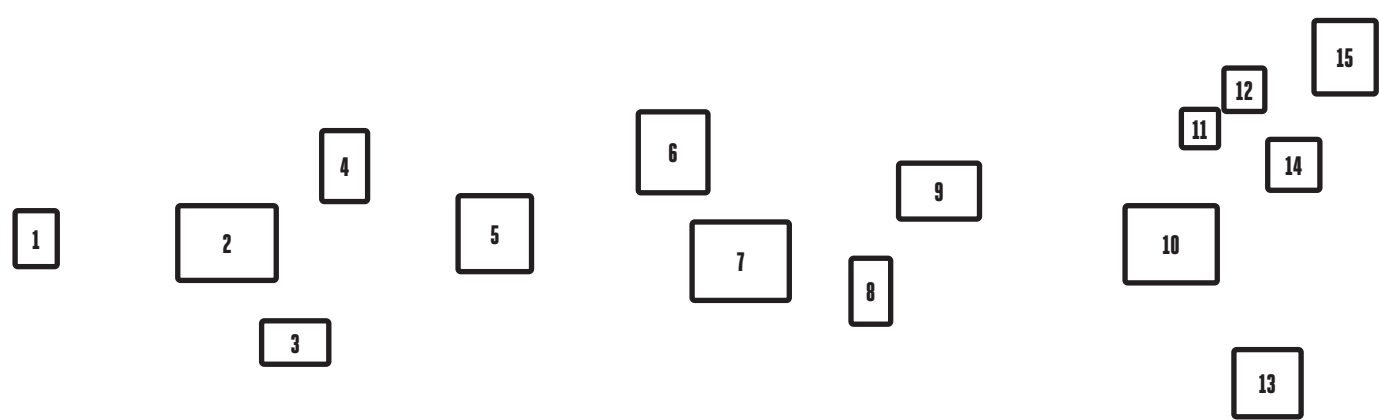
Michael ZAVROS

b 1974 Queensland

*The Tiger* 2012

oil on canvas

Courtesy of the artist and Philip Bacon Galleries



## Michael ZAVROS

b 1974 Queensland

### 1 *Adam's apple* 2000

oil on board  
Private collection

### 2 *Primary* 2000

oil on board  
Private collection

### 3 *Blue suit* 2000

oil on board  
Private collection

### 4 *Step* 2000

oil on board  
Collection of the artist

### 5 *Crossed* 2000

oil on board  
Private collection

### 6 *Belts* 2000

oil on board  
Collection of the artist

### 7 *Straight* 2000

oil on board  
Private collection

### 8 *Tux (hands)* 2000

*oil on board*  
*Private collection*

### 9 *Stride* 2000

oil on board  
Collection of the artist

### 10 *Man in a wool suit* 1999

oil on board  
Collection of the artist

### 11 *Dark suit B* 2000

oil on board  
Private collection

### 12 *Dark suit A* 2000

oil on board  
Private collection

### 13 *Cufflink* 2000

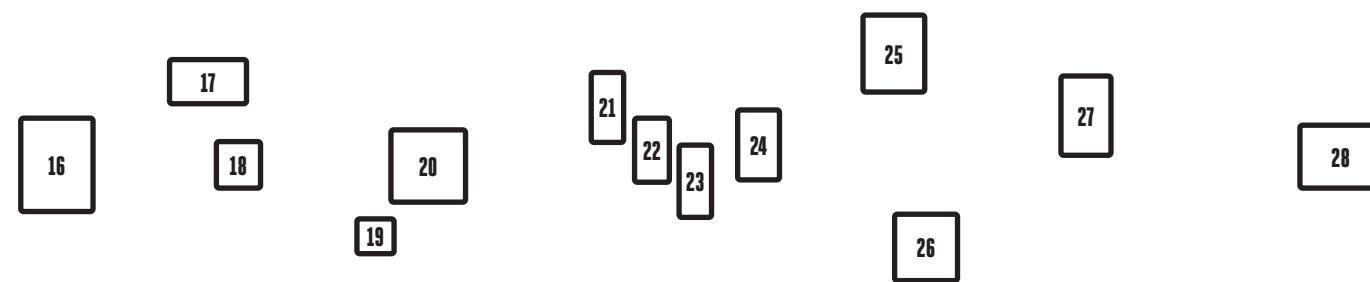
oil on board  
Private collection

### 14 *Crimson* 2000

oil on board  
Private collection

### 15 *Rose* 2000

*oil on board*  
*Private collection*



## Michael ZAVROS

b 1974 Queensland

### 16 *Ferragamo* 2000

oil on board  
Private collection

### 17 *Cyan* 2000

oil on board  
Private collection

### 18 *Buttons* 2000

oil on board  
Collection of the artist

### 19 *Shadow* 2000

oil on board  
Private collection

### 20 *Ochre* 2000

oil on board  
Private collection

### 21 *Breast pocket* 2000

oil on board  
Private collection

### 22 *Gardenia* 2000

oil on board  
Private collection

### 23 *Stripes* 2000

oil on board  
Private collection

### 24 *Handkerchief* 2000

oil on board  
Private collection

### 25 *Buckle* 2000

oil on board  
Private collection

### 26 *Grey pant* 2000

oil on board  
Collection of the artist

### 27 *Cut* 2000

oil on board  
Private collection

### 28 *Grey Suit* 2000

oil on board  
Private collection

# Michael ZAVROS

b 1974 Queensland

## *Prince/Zavros 7 2012*

oil on board

Long term loan from a private collection 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program

## *Prince/Zavros 5 2012*

oil on board

Long term loan from a private collection 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program

## *Prince/Zavros 6 2012*

oil on board

Long term loan from a private collection 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program

## *Prince/Zavros 10 2012*

oil on board

Private collection

## *Prince/Zavros 8 2012*

oil on board

Long term loan from the artist 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program

## *Prince/Zavros 9 2012*

oil on board

Long term loan from a private collection 2012. Proposed gift to Rockhampton Art Gallery under the Australian Government's Cultural Gifts Program