In addition to his visual practice, Prince is a prolific writer, producing *stream-of-consciousness narratives* and *abstract poetic commentaries* on life and art.

In 1993, Prince embarked on site-specific installation with *Regen Projects in LA* – a West Hollywood bungalow transformed into a living work of art. “It’s not a gallery and it’s not a museum...it’s my space, it’s my house, it’s about a series of rooms so I can separate certain types of visual information,” Prince explained in a documentary about the creation of the space. “I get to do what in three-dimension what I can do in a book, what I can do in all my photographs.”

*Bomb Magazine* spoke with Prince in 1988 about photographic truth, the appeal of advertising images, text and image as art objects, and his relationship with viewers. “You obviously want some people to look at it, you know you’re not doing it for a bunch of trees in the forest...[but] you spend so much time alone, you do art in private for the private,” Prince reflected. “With larger audiences comes interference. The art world has always been a private world. The minute you have an audience, you start censoring yourself unconsciously or consciously.”

*The Guggenheim* organized the most comprehensive survey of Prince’s career to date in 2007, bringing together critical examples of his photography, painting, sculpture, and works on paper to illustrate the significance of his innovations in contemporary art since the 1970s.

*Vice* joined Prince at his home and studio in 2008 to discuss the artist’s popularity and reputation, current work, and his drive toward the appropriation for which he is celebrated. “For me, a lot of what I think about, you could talk about in terms of this idea of continuation. All it is is something that’s added on to what has been done before me...[It’s] something that you have to give yourself permission to do, someone else can’t do it for you.”


*Gagosian* showcased Prince’s new series of *Instagram portraits* in 2020, a follow up to his first foray into the theme in 2014. “I wasn’t sure it even looked like art,” Prince commented about his process. “And that was the best part. Not looking like art. The new portraits were in that gray area. Undefined. In-between. They had no history, no past, no name. A life of their own.”

Prince returned to the Guggenheim in 2020 to participate in the museum’s first artist-curated exhibition, in which Prince joined fellow contemporary artists Cai Guo-Qiang, Paul Chan, Jenny Holzer, Julie Mehretu, and Carrie Mae Weems in selecting objects from the permanent collection for an intimate multi-generational and perspectival display. Prince spoke at the Guggenheim about his first retrospective and the new exhibition, his early work in advertising, the notions of chance, and serialization. “I’ve always thought about subject matter first, and the medium second, how to interpret the subject matter,” Prince reflected. “I like when the art has nothing to do with art, when it has to do with finding something in common with another person.”
Richard Prince (American, b. 1949)

**Untitled**, 2017
Collage, oil stick, acrylic, charcoal, gel medium, and ink jet on canvas

Private Collection; L2020:87.1

Since the 1970s, Richard Prince has used photography and painting to explore the divide between “high” and “low” art, the concepts of reproduction and originality, and the ways media participates in the construction of culture. In **Untitled**, from the series *High Times*, begun in 2017, Prince turns the lens on himself and how his own art has been appropriated by expanding on his *Hippie Drawings* from the late 1990s. The loosely defined collage of figures and expressive use of color that define both the earlier drawings and recent series were inspired by the spontaneous authenticity of his children’s artwork and curiosity of how “a hippie would draw.”

In 2016, Prince’s hippie drawings became part of the cultural zeitgeist, reproduced on five special edition covers of *High Times* magazine and in the album cover art for *We Got it from Here...Thank You 4 Your Service*, by the hip-hop group A Tribe Called Quest. Prince himself returned to the drawings in 2017 through the flexible medium of inkjet printing. The process of photographing, editing, adding-to, and re-photographing his own work exemplifies his creative mastery of copy and reproduction. As he reflected after beginning the *High Times* series, “It was time to go back, remind...and do something I was born to do.”

**On view October 7, 2020 – January 10, 2021**