

# Artist evaluation of james rosenquist



**ASSIGN  
BUSTER**

James Rosenquist was born in 1933, North Dakota in America. He is an American artist and has movement in Pop-art. He trained at Minneapolis College of Art and Design, University of Minnesota, Art Students of New York. Over the years he has received numerous honours, including “ Art in America young talent” in 1963, he has also received a golden plate award.

Rosenquist’s mother was a painter; this encouraged him to have an artistic interest. From 1957 to 1960 Rosenquist earned his living as a billboard painter, this was the perfect training for an artist about to explore pop art.

This painting “ President Elect” was created by James Rosenquist in 1960-61/1964. The painting is oil on Masonite and is 7 feet 5 3/4 inches by 12 feet in size. The painting inspired Rosenquist by a presidential campaign poster. Firstly the painting is based on John f. Kennedy wanting to be president of the United States, Kennedy was the first presidential candidate to use mass media in his campaign. The painting is about “ a man adverting himself”. Within the picture I can see images of John f. Kennedy, a slice of cake, the wheel of a car, and a hand holding the cake.

The picture s an mechanical form and show still life from the portrait of the president, however the picture is also figurative. The three images overlap one and another. The three pictures make up the image because they are all bold and unique. The shapes link within each other as they are blended and overlapped. The scale of the car has been blown up to focus just on the car wheel. At first your eyes are taken to presidents face as its large and bright with colour, secondly you look at green wheel then after to the cake and the hand because it is the smallest image with the less colour.

The colours within the image are blocked and bright which makes them look artificial. They are secondary colours vibrant colours and are all contrasting. The consistency of the paint is even, smooth, thick and rich in colour. Soft highlights have been used. The cake has a bumpy texture. Scratched marks have been used around the presidents' eyes to create a more realistic effect. The surface quality of the piece is soft and even all over. The mood of the piece is happy and uplifting. The composition creates a mood of wondrous. The colour of the painting is energetic and warm.

The application of paint creates an sombre mood. The surface quality creates a mood of playfulness. I selected this piece as the painting overall is interesting and unique. There are no parts I don't like about the painting because the ways they have been placed are inspiring. I like the colours within the piece as they are rich and have a smooth texture. The piece makes me happy and makes me think why he has used the different unique images all in one painting; the three images all have a meaning ehind them and link with each other.

From the artist I have learnt that you can be experimental with images used and there can always be an outcome of the way the pictures are linked. You can be creative and mix any pictures you want, because this would make the painting look unique and would make you think. I will investigate further into the elements of his different paintings because I am interested in the way he uses the different scales and effects. I hope to achieve ideas from the artists and develop more confidence when creating a painting.