John Weston Lang

Artist: John Weston Lang
Title: (NO TITLE)
Date(s): April 1993
Physical Description: Cibachrome prints.

Distribution: Hastings Ranch Shopping Center.
Project Description: "The idea was to take a fine art piece that I had produced to be seen in a gallery type situation, make a high quality print, and go around a local shopping center parking lot and just give them away, putting them under the windshield wipers of parked cars. This was a liberating experience for me and my work was seen by a wider and more diverse audience than usual. I was also able to watch people's reactions without necessarily having to talk to the viewer. Very few prints were left in the lot at the end of the day."