ALMINE RECH

Phraseology

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The term "phraseology" references the specific choice of words that a communicator, in this case the artist,uses to highlight certain tapies. With the rise of the Conceptual Art movement in the 1960s, many artists began to create art that valued an idea or concept over the finished work. Artists wanted to redefine what art could be and the topics it addressed beyond visual aesthetics. ln *Phraseology* artists merge form and idea by creating works that contain text, familiar phrases and poetry.

Artists in *Phraseo/ogy* employ recognizable language, phrases or slogans that provide conflicting modes of observation to relaya new or different perspective. Placing text in the central role in their art practice, the artists use word play, political activism, subversion of advertising
or appropriation of form to reveal, amplify and question histories and contemporary issues.

Artists in the exhibition integrate persona! experiences, political activism and recognizable advertising intotheir works. Vaughn Spann, Faith Ringgold and Sister Mary Carita Kent assert and reveal the histories of power in language and its potential for protest. lnvestigating the
connection between words and imagesartists like Jamilah Sabur, John Baldessari and Rani Horn explore how we create meaning and memory through association. Through sculpture and reference to book forms, works by Rafael Domenech, JackPierson and Kelly Breez explore how text can literally and figuratively construct meaning. The works in *Phraseology* emphasize the personal power of expression through civic discourse during a time of increased activism.

As a building block of communication, language gives voice to inner thoughts, connecting one's feelings to the outside world. Language builds texts, books, speeches, poetry and documents to facilitate the exchange of ideas between people while circulating information through social and cultural networks. Throughout history artists have included words, letters and language as elements in their work to make a statement, draw out emotion or to integrate personal experiences into their work.