GENERAL IDEA

GREAT AIDS ULTRAMARINE LIGHT

CATEGORY: Lithographs

SPECIFICATIONS:

DESCRIPTION

By appropriating Robert Indiana's LOVE logo and turning it into AIDS for their iconic series Imagevirus, General Idea have addressed the AIDS crisis in a visual, political, and conceptual way no one used before. Since the mid-1980s the Canadian collective have been spreading this symbol through a series of paintings, sculptures, videos, prints, and exhibitions using the means of viral transmission of images to reflect the pandemic. It eventually helped for the visibility of the crisis, and thus its acknowledgement by the public. This lithograph with blue, red, and orange colours – instead of the usual blue, red and green – perpetuates this message that is still as powerful today as it was in 1987.