Due to the technical development in the second half of the 20th century, the established ideas were questioned not only by common people, but also by artists. The new way of expressing ideas was brought to life and postmodernism became the mainstream in the art. Jenny Holzer is one of the representatives of this movement (1970-1980). She intentionally avoided established art ideas and worked on advertisements and billboards in her own way.

Above mentioned young female artist started with one-liners. She printed them on white sheets of paper and put them over the buildings and fences in Manhattan on the purpose of distilling cultural reading. In progress, she came to the idea of showing illumination, one of which she represented in Times Square, using the Spectacolor as her canvas. We can definitely say that J. Holzer was above the existed level and took the art out of museums, making it available for everyone.

As artist, J. Holzer is a really radical person, who does not care about the propriety of words, constructions and places where she express her ideas using modern technologies. She uses her own word expressions as well as quotations of other authors to communicate with society at large and to highlight the improbable behavior of society, lack of humanism, love, care and attention, selfishness, lack of feelings, and substitution of conceptions and values.

Of course, it might seem to many that printing the quotation on the glass is not complicated and not original, but in Jenny Holzer’s hands, advertisements become authentic
because the emphasis of the large advertisements were put on the message rather than on the shape. Being an artist with solid reputation, she does not need to prove authenticity.

To sum up, I think that studying works of Jenny Holzer makes clear that she ignores quality, authenticity, and originality as the main characteristic of object itself and emphasizes the message to reach the goal.
Works Cited
