

Cherry and Martin

Connors, Amy. "Robert Heinecken's Polaroids," *The New Yorker*, November 11, 2014

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The American artist Robert Heinecken, who died in 2006, referred to himself as a “para-photographer” because he rarely made direct use of a camera. Instead, he lifted imagery from consumer magazines, advertisements, and other popular media to create his collages, which, once completed, he would sometimes return to newsstands. Heinecken, who established the photography program at the University of California, Los Angeles, is now seen as a forerunner to the Pictures Generation—the movement of artists during the nineteen-seventies and eighties, including Sherrie Levine, Richard Prince, and Cindy Sherman, who appropriated imagery from mass culture for their work.

One of the few projects that Heinecken produced using a camera is the subject of a new show at Open Eye Gallery in Liverpool, England: “Lessons in Posing Subjects,” featuring female models from print magazines and catalogues, was created between 1976 and 1982 with a Polaroid SX-70. The photos, which are grouped according standard modelling poses—hands on hips, hands in hair—have not been exhibited as a complete series in more than twenty years.

“Robert Heinecken: Lessons in Posing Subjects” is on view at [Open Eye Gallery](#) through January 15, 2015, before travelling to Fri Art, in Switzerland.