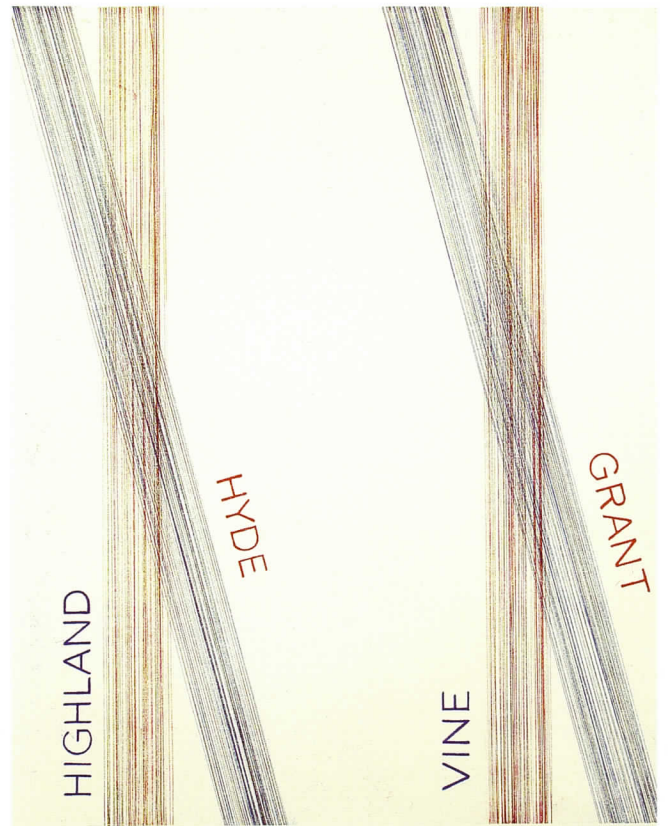
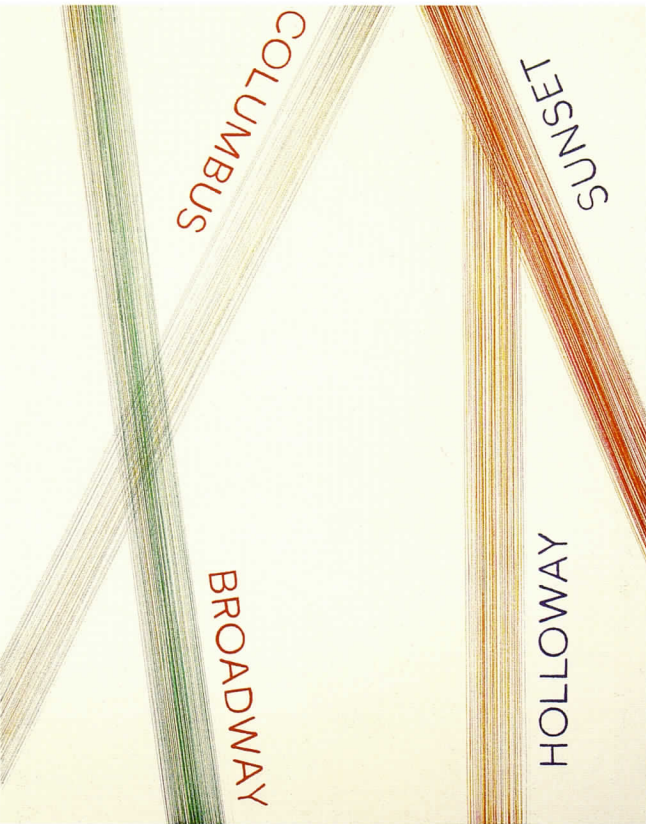




L.A.S.F. #1



L.A.S.F. #2



L.A.S.F. #3

Ed Ruscha

L.A.S.F. # 1 - 3, 2003. A series of three color soft ground etchings. Paper size: 37-1/2 x 30-1/2"; image size: 30 x 24". Edition 35. Printed by Dena Schuckit.

The San Francisco street names are in red; the Los Angeles street names are in blue. People who don't live in California often mix up the two cities or use the word "California" to mean both, but Californians see San Francisco and Los Angeles as distinct, even opposite. Mixing street names from both places in a single print makes us smile. Finally, however, it's not that simple. "It is like alchemy: you bring these odd things together to make some kind of statement which, I suppose, is the artist's style," Ruscha told Patricia Bickers in *Art Monthly* in January, 2002. "I constantly find myself putting little signifiers into my work but I don't do it for clearer communication. I'm doing it for the power of the work." The power of Ruscha's style is at its most emblematic in these three large soft ground etchings. Their ease and simple clarity belies the odd way they have of bringing us back again and again to ponder them and smile.

—Kathan Brown