

HANNES SCHMID

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COWBOY 102 (American Myth: Infinite series), 2012

Oil on canvas

56 in. x 72 in. / 120 cm. x 180 cm.

Since 2003, Hannes Schmid (b. 1946, Zurich, Switzerland) has been translating his photography into photorealistic paintings.

He paints his famous Marlboro Man photographs with oil paint on canvas. Inspired by Richard Prince's appropriation of the Marlboro advertisement images, he started painting by hand the photographs that he had shot for the Phillip Morris campaign from 1993 until advertising tobacco was outlawed.



In *COWBOY 102*, the cowboy's masculine face takes center stage, illuminated by the strong side light. A cowboy on horseback in dynamic motion, pulling the reins, in strong command of his horse. The mane blows in the dark shadows, blending into the dusty background. The strong contrast in the shadows, bringing forth the red shirt on a well-chiseled face. The gloved hand grips the rein, translating the depicted scene's inherent alliance between Man and animal. In synchronized movement, both form a loyal unity, accentuated by the dark and dusty background.

This painting was exhibited at the Kunstmuseum Bern in Switzerland, rated among the top three museums in all of Switzerland, during March–July 2013 in the retrospective, *Hannes Schmid: Real Stories*.

Cowboy 102 is illustrated in color on page 456 of the *Hannes Schmid: Real Stories* exhibition catalogue from the Kunstmuseum Bern, 2013.

Courtesy of Hannes Schmid studio, Zurich, and Kristy Stubbs Gallery

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