

LOVE

By Robert Indiana





My goal is that LOVE should
cover the world.

-Robert Indiana

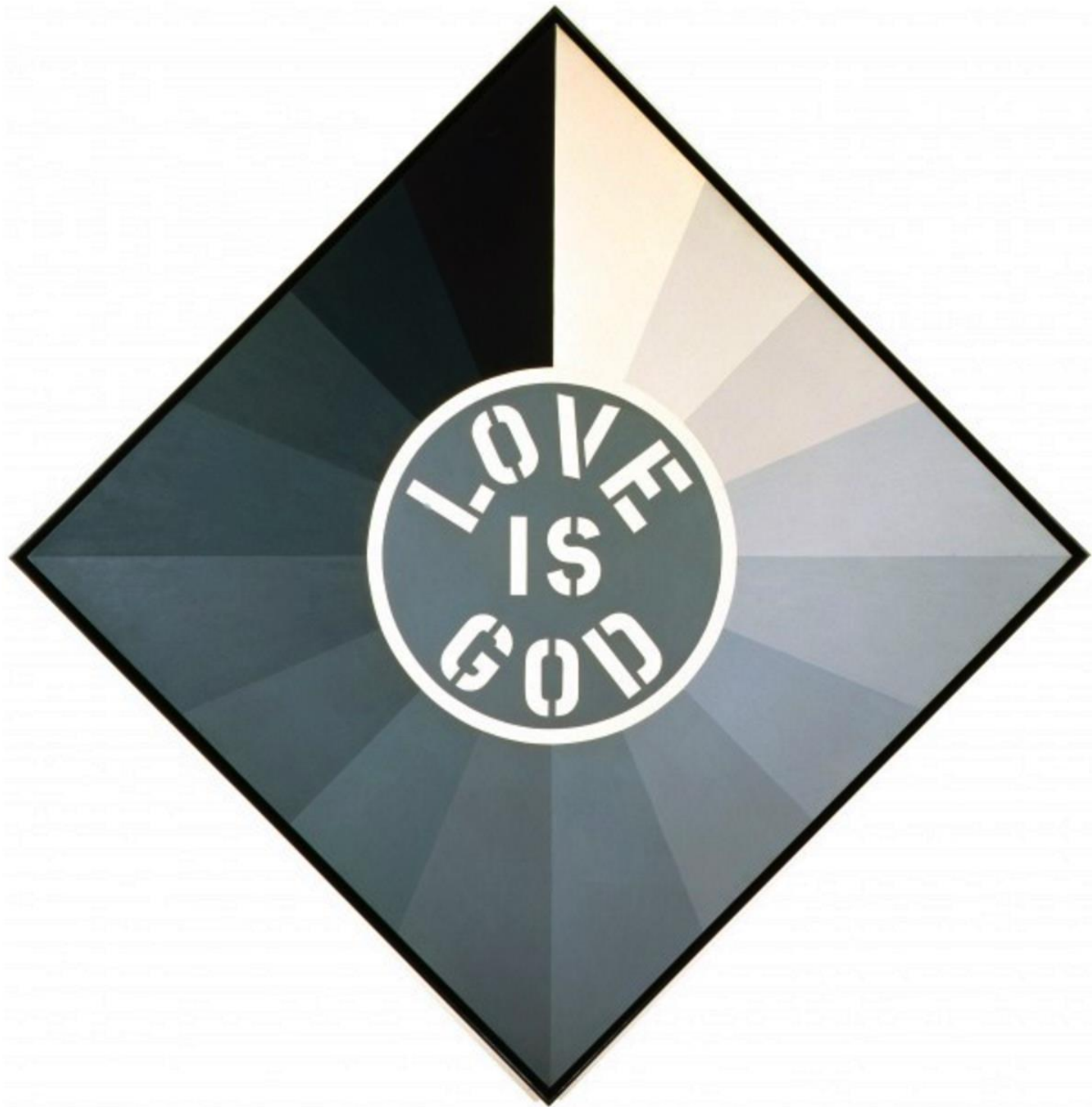


Robert Indiana
On “God Is Love...Love is God”

Well it all started probably a long, long time ago, and it comes, of course, from a spiritual beginning. When I was a child I was exposed to and involved in the Christian Science church...Most of them have no decoration whatsoever, no stained glass windows, no carvings, no paintings, and, in fact, only one thing appears in a Christian Science church, and that's a small, very tasteful inscription in gold, usually, over the platform where the readers conduct the service. And that inscription is God Is Love...I had an idea to do a special painting...And that was the reversal of the religious motto. My painting read Love Is God instead...Although the *Love Is God* canvas bears no relationship to what now has become a logo, it started me thinking about the subject of love...All these things kind of came together...



That is how the *LOVE* came about



ARTIST BIOGRAPHY: ROBERT INDIANA

Robert Indiana (b. 1928) has explored the power of language, American identity, and personal history for five decades. Although his imagery, suggestive of highway signs and roadside attractions, is visually dazzling on its surface and seems to reflect a spirit of optimism, it contains a multilayered conceptual intricacy and darkness that draw on his own biography as well as on the myths, history, and literature of the United States. A seminal figure of the 1960s and 1970s, Indiana's artistic genius combined Pop art, hard-edged abstraction, and language-based conceptualism, laying the groundwork for contemporary, text-based art.

More than any other artist of his generation, Indiana identified himself as an American. To this end, he worked in what he felt was a quintessentially American style—hard-edge and polychromatic—and allied himself with American writers and painters from the late nineteenth and early twentieth centuries.

Indiana's extensive career reveals an artist who has harnessed simple words and the graphic immediacy of vernacular signage to explore fundamental issues facing humanity—love, death, sin, and forgiveness—that are still relevant today. Seen together, his works validate his claim: “I haven't done a painting without a message.”



Courtesy of the Whitney Museum