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**The new old.**

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# The New Old

CHRIS JANZEN

*The New Old* examines the secular commercialized world of urban society through references to popular culture advertisements. The central part of the picture plane depicts a conservatively dressed woman posing in front of a horse-drawn buggy. The surrounding abstract brown and green forms hint at a female silhouette and, when the picture plane is turned ninety degrees clockwise, one can see the side of a brown sport utility vehicle (SUV).

Viewers of *The New Old* are encouraged to think actively about the information communicated through commercial imagery. We are routinely prodded by advertising via television, the Internet, magazines, and catalogues, which encourage us to acquire more objects, lust after models, and eat an enormous amount of food.