

Richard Prince

17.4. – 16.8.2026

With irony, humor, and an astute gaze, Richard Prince exposes the pictorial world of consumer society. He became famous for his legendary series *Cowboys*, in which re-photographed advertising posters for Marlboro cigarettes become critical reflections upon myths, masculinity, and media.

With an emphasis on his photographic works, the ALBERTINA Museum is devoting a major exhibition to Richard Prince that extends from the 1970s to the present. It presents iconic series like *Fashion*, *Gangs*, and *Cowboys* as well as seldom-shown and hitherto unseen works—a gripping look at the oeuvre of an artist who redefines original and copy, art and the everyday. What springs forth here at the interface between installations and painting is a nuanced, provocative perspective of societal norms.