

SPERONE WESTWATER  
257 Bowery New York 10002  
T + 1 212 999 7337 F + 1 212 999 7338  
www.speronewestwater.com

Wolff, Natasha. "A Closer Look at William Wegman's Picture-Perfect Postcard Art."  
*www.architecturaldigest.com (Architectural Digest)*, 15 April 2016.

# ARCHITECTURAL DIGEST



*Hopper Origami* by William Wegman. All photos: Courtesy of William Wegman and Sperone Westwater

New York City-based artist William Wegman and his postcards are having a moment. Wegman, well-known for his whimsical portraits of his beloved Weimaraner dogs, has three concurrent exhibitions on view now: In New York City, Sperone Westwater has mounted "William Wegman: Postcard Paintings," on view through April 23, and Magenta Plains is exhibiting the artist's works on paper until April 24; Marc Selwyn Fine Art in Beverly Hills opens April 16 through May 28. In addition to these exhibitions, a new book about the artist, *William Wegman: Paintings* (Abrams, \$45), is out now with a foreword by noted architecture critic Martin Filler.

We sat down with the painter and photographer to discuss one of his favorite pieces, *Hopper Origami* (2014), on view at Sperone Westwater. For this large-scale, three-panel work, Wegman used 1970s-era Italian postcards (including two of Edward Hopper paintings). "In a general way, I start near the middle and go off from there," says Wegman. "More typically, there's more than one postcard, and it's about trying to make a connection—a way to get from one place to the next."



SPERONE WESTWATER  
257 Bowery New York 10002  
T + 1 212 999 7337 F + 1 212 999 7338  
www.speronewestwater.com

“It started with an interior scene by Edward Hopper in the center. And then I created other spaces where I inserted these other postcard ‘characters’ into this environment and tried to bridge them. They connect with the horizon through the window in the Hopper. From there, I veered off even further.”



“The ski instructor scene in the upper middle of the painting is the ta-da moment. Otherwise it’s a lot of landscapes and scenes.”

“It’s all about moving the eye from one scene to the next. The cards get transformed and embedded, and you kind of accept it.”

“I adhere the postcards up with gooey gum that goes on the back, and then I can move them around. When



it’s time to anchor them, I photocopy the backs, then I glue them with paper glue and they’re stuck to these wood panels.”

“I’ve been collecting postcards for 20 or 30 years, starting with my first ones in Maine [where Wegman spends his summers]. Friends from Sweden and L.A. have since given me their entire postcard collections to use.”

“I haven’t had to buy any postcards in a long time; I have thousands. I started to organize them into groups a while ago, and they’re stored in suitcases now.”



SPERONE WESTWATER  
257 Bowery New York 10002  
T + 1 212 999 7337 F + 1 212 999 7338  
[www.speronewestwater.com](http://www.speronewestwater.com)



“I’m not that interested in capturing these works of art by other artists and calling them mine. I like to find a home for them, and I’m happy playing around with them. They’re reproductions, not the originals.”



**SPERONE WESTWATER**  
257 Bowery New York 10002  
T + 1 212 999 7337 F + 1 212 999 7338  
[www.speronewestwater.com](http://www.speronewestwater.com)

