

Vanessa Sun
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Podcast Script: Jenny Holzer

In what ways may the words you project onto the world carry weight and impact on the lives of everyday people? How bold, ambitious, or conceptually intense can words make one feel discomfort on behalf of certain significant topics/events? What might make these words feel emotionally jarring or emotionally resonating to a person?

Jenny Holzer is an artist whose art involves the installation of an allotment of texts within a public setting. The use of text in her work stimulates a series of debates that highlight social and political injustices that trigger human emotion and knowledge on important concepts ranging from gun violence into the power of voting.

The way in which she projects these words can be illuminated through mobile trucks, projections, signs, billboards, and even LED lights. The way these objects work in public to capture attention is what makes her work bold and intricate

To emulate the amount of weight words carry, Holzer brings power to the intervention of current events through words; her ability to create tension through bold lettering uplifts her work as a form of activism of her beliefs and the lives in which are impacted by the government.

As words impact others, the execution and implementation of these words through a public domain is what disrupts emotions of tense vulnerability.

Jenny Holzer proves that words carry power in the same way art does.