



Dear Jo:

I found three things very interesting about this sculpture by Robert Indiana: His choice of tilted 'O', the arrangement, and the choice of colors.

The tilted 'O' in this work surely stands out and grabs the attention of all the viewers (Fig. 1; Finkel). Indiana uses a very classical Serif font face to design this work but uses a tilted 'O' here. The tilting angle is larger than the normal Italic tilting angle and breaks the artwork from a world of formality into a playful universe.

Text in English, or in any languages written in Latin script, is written horizontally, from left to right. But in this work, Indiana arranges the letters of a single word into two horizontal lines to form a square. Therefore, the visual appearance of this word breaks the tradition of line layout of English text and implies each letter could be interpreted individually in this work.

In the original version of Indiana's design, the artist rendered a two dimensional painting with primary colors of light- red, blue, and green (Olsen; "Love (1973)"). The sculpture version was produced later after the popularity of the original two dimension design. In the original design, Indiana rendered the text color red and used blue and green in the background. In the three dimensional sculpture version, the text is still kept in red, and blue was used on the side of the letter. In some installments of the sculpture, the outer side of the letters are all in red but the inner side of L and E are in blue and the inner side of O and V are in green (Fig 3). These variants create a slightly different feeling to the viewers.

Indiana's 'LOVE' is simple and beautiful. The exaggerated tilting of letter 'O', unconventional arrangement of letters and the choice of primary colors of light make this design one memorable art design of the 20th century.

### Works Cited:

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The O in a "Love" sculpture being lowered into place at the entrance to Central Park Fifth Avenue and 60th Street. Don Hogan Charles/The New York Times

Fig. 1: The workers lowering the tilted 'O' in the Fifth Avenue / 60th Street installment (Finkel).



Fig. 2: The 'LOVE' stamp 1973, by USPS ("Love (1973)").



An edition of Robert Indiana's *LOVE* sculptures in Love Park, JFK Plaza, Center City, Philadelphia. Photo: Richard Levine/Corbis via Getty Images.

Fig. 3: LOVE scupture in the JFK Plaza, Philadelphia installment showing the blue and green siding.