

**ARLIS/NA + VRA 3<sup>rd</sup> Joint Conference 2016 | Seattle**  
**Poster Session**

**Theft or Fair Use? Artists Navigate Appropriation on Instagram** — *Lauren Gottlieb-Miller*, Doctoral Student, University of Wisconsin – Madison

In 2014, Richard Price took screenshots of portraits posted on other Instagram users profiles, cropped them to include the username, number of “likes”, and comments, printed them onto canvas, and exhibited them at the Gagosian Gallery under the moniker “New Portraits”. Appropriation and transformation have been vital to art-making theory and practice for the last half-century at least, and the proliferation of visual social media platforms - particularly Instagram - have challenged copyright and fair use protections in complex ways. My research examines how artists utilize Instagram to both mine for material and market their own artwork, and the legal and ethical dimensions of creating and displaying art in a proprietary, public space. Presenting concise snapshots of several artists work practices on the social media platform Instagram, particularly Richard Prince, Alec Soth, and Ai Weiwei. I will discuss their practice in terms of the Instagram terms of service, established copyright conventions, and the ethical dimensions of their practice. My poster will invite conversation with art librarians and visual resource professionals interested in Instagram and other visual social media platforms as potential teaching tools and research repositories.