

The AXIOM Aesthetic

Weekly inspiration for the creative mind.



The modern gold-and-rhinestone, big-money televised sport of rodeo owes just about everything—its traditions, its attitudes, its fashions—to rough-and-tumble Mexican cowboys of the early 1800s. It was in Mexico that the sport got its name, derived from the Spanish verb *rodear*: to encircle or round up. During downtime between drives or ranching gigs, cowboys gathered to see who could ride the most fractious horse, or who was the surest hand with a rope. These informal gatherings evolved into competitions between different ranches that drew ever-larger crowds. From the 1880s through the 1920s, frontier days, stampedes, and cowboy contests were the most popular names of what we now call the rodeo. Buffalo Bill Cody and his Fourth of July Wild West show in North Platte, Nebraska, in 1882 was the first competition to offer prize money, with Prescott, Arizona, claiming to hold the “first formalized rodeo” on July 4, 1888. Today, both men and women compete in events such as bull riding, bronc riding, calf roping, team roping & steer wrestling to name some of the more popular events. A rodeo payout can now be in the eight figures, the record payout is currently \$11.5 million dollars but the average is about \$75,000.





Anouk Masson Krantz
'Rodeo Cowboy'
Archival Pigment Print
Limited Edition
40 x 60 inches / 101.6 x 152.4 cm



Slim Aarons
'Palm Springs Rodeo 1970'
C-Type Print
Edition of 150
60 x 40 inches / 152.4 x 101.6 cm



Karl Haendel
'Rodeo 4'
Graphite on Paper
78 x 103.1 inches / 198 x 262 cm



Ernst Haas
'Bronco Rider, California'
Chromogenic Color Print
Edition of 50
20 x 30 inches / 50.7 x 76.3 cm



Steve Wrubel
'Talarosa'
Archival Pigment Print
Edition of 8
40 x 40 inches / 101.6 x 101.6 cm



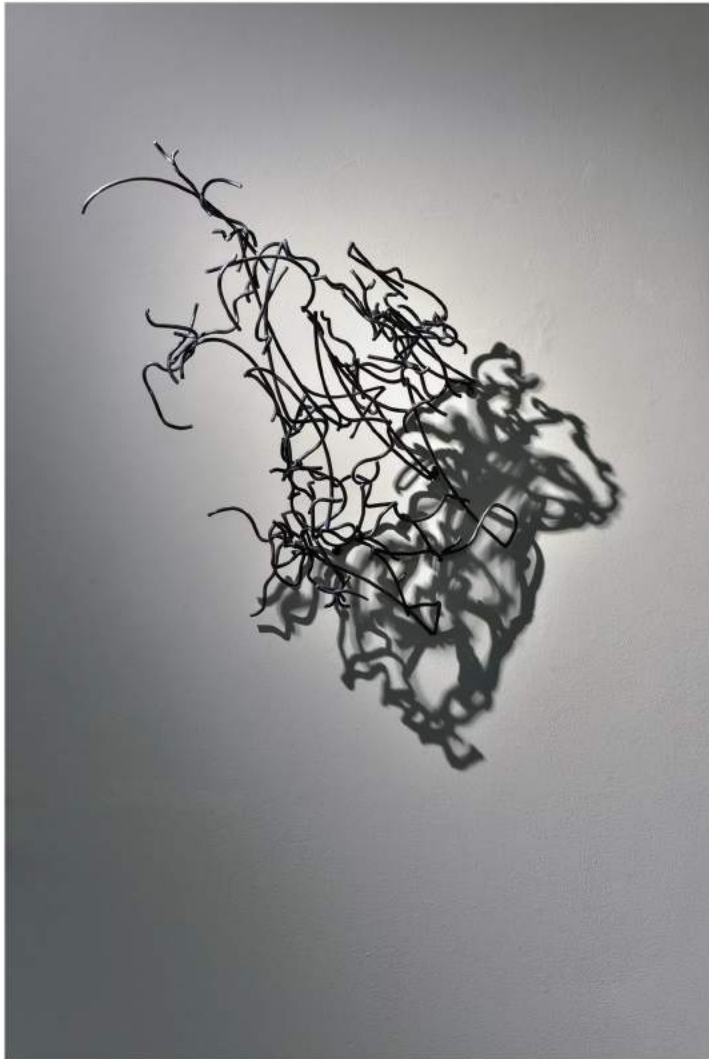
LeRoy Neiman
'Rodeo'
Serigraph
16 x 19 inches / 40.6 x 48.3 cm



Albert Watson
'Cowboy on Horse, 1978'
Archival Pigment Print
Edition of 25
24 x 26 inches / 61 x 66 cm



Andy Warhol
'John Wayne'
Screenprint on Lenox Museum Board
Edition of 250
36 x 36 inches / 91.4 x 91.4 cm



Larry Kagan
'Rodeo Cowboy'
Steel, Light & Shadow
27 x 43 x 15.5 inches / 68.6 x 109.2 x 39.4 cm



Robert Longo
'Study for Five Cowboys'
Grey & Black Ink and Graphite on Tracing Paper
28.1 x 12 inches / 71.5 x 30.5 cm



Jay Dusard
'Martin Black, Stampede Ranch, Nevada'
Archival Inkjet Print
48.25 x 38.25 inches / 122.6 x 97.2 cm



Otis Kwame Kye Quaicoe
'Jon Gray'
Archival Pigment Print on Cotton Paper
Edition of 50
7.9 x 9.8 inches / 20 x 25 cm



David Yarrow
'Ain't My First Rodeo'
Archival Pigment Print
Edition of 12
61 x 52 inches / 155 x 132 cm



Jill Johnson
'The Stampede, Big Spring, Texas'
Chromogenic Color Print
50 x 50 inches / 127 x 127 cm



Allan Houser
'Cowboy Bronco Rider'
Bronze
8 x 5 x 8 inches / 20.3 x 12.7 x 20.3 cm



Mark Bradley-Shoup
'Athens Rodeo'
Oil on Canvas
23.75 x 11.75 inches / 60.3 x 29.8 cm



Hannes Schmid
'Cowboy #2'
Charcoal on Paper
47.2 x 31.5 inches / 120 x 80 cm



Khaled Zaki
'Unruly Horse'
Marble
31.5 x 11.4 x 19.7 inches / 80 x 29 x 50 cm

