
PAGODA RED



"UNDERPRESSURE" BARBERSHOP SIGN

\$480

1980 • Central Africa • Paint, Wood • Collection #CAA1450

W: 45.0" D: 0.75" H: 19.75"

Swinging from trees or mounted to buildings, barbershop signs are fascinating examples of pop and folk art in Africa. Each sign was painted to communicate the unique personality of the barber, expressing both their hairdressing options, and the promises that might come with them. In this case, it's the promise of cuts that perform under pressure. Each figure is painted in extreme profile on this sign. Invoking god into the 7-Up and the 707 styles, this barber will make his customers into clean cut high performers.



1740 W. Webster Ave., Chicago, IL 60614 • 773-235-1188 • info@pagodared.com

PAGODARED.COM