

Audio Description: Daido Moriyama

Written by Eleanor Margolies

From *Provoke* magazine, 1969

This black and white photograph is a view of a supermarket display of cans of 'Green Giant' sweet corn. Seen from below, they fill the lower half of the image. Above, there are square ceiling panels, a bleached-out advertising banner and a sign in both Japanese and Roman characters.

The labels on the cans feature the photograph used by the US Green Giant brand: a muscular man with hands on his hips, wearing a tunic made of leaves that goes over just one shoulder and skims the thighs. In the original colour photographs used on the cans, the man's skin is bright green.

This image is repeated on four dozen cans arranged in tiers. The steep angle away from us makes them twice as large at the bottom as they are at the top. There's a lot of repeated text both on the labels and on the cardboard pallets the cans sit in: GREEN GIANT/WHOLE KERNEL CORN/CREAM STYLE in bold capital letters.

Like Andy Warhol's paintings of Campbell's soup cans from earlier in the same decade, this photograph shows a commercial food logo reproduced many times. But while Warhol paints each can from the same flat-on angle, Moriyama has captured the Green Giant cans in a real life context and, although they are contained in rows, some of the cans are randomly turned at slightly different angles to the viewer, giving a feeling of dynamism to the rows of identical figures.

This photograph featured in the third issue of *Provoke* magazine. This independent magazine, a project that ended in 1970 with a fourth issue, had the subtitle 'Provocative Materials for Thought'.