### Nationality and birth dates:
It is now common for a contemporary artist to have been born in one country, to live in second, and to be represented by a gallery in yet a third. For that reason, we allow living artists to self-identify as they see fit.

### Creation date:
Usually a simple year of creation appears here. In the case of *Gutter Corner Splash: Night Shift*, the presence of two years separated by a slash indicates the year Serra first created the piece in New York (1969), followed by the year he remade it at SFMOMA (1995).

### Medium:
Curators, conservators, and editors really enjoy debating the right way to describe the materials that constitute an artwork, and trends for how to do so change over time. In this case, simplicity emerged victorious. You’d never know that Serra melted lead, threw it against the wall, and then pulled away the resulting forms once they cooled. But SFMOMA has decided that the medium properly describes what the thing is made of—not how it was made.

### Artist name:
The traditional label is a data map, in which the museum uses variations in the size and formatting of type to create a hierarchy of information. In a modern art museum, the artist’s name typically gets center stage, as his or her identity is known to us (and we tend to think of artworks as the product of individual genius).

### Title:
Simple, right? Not so fast. Sometimes the artist titles the work, sometimes the gallery, and sometimes the museum. Often the presence of a colon hints that the name of the artwork has changed somewhere along the way, as it does in this title.

### Credit line:
This credit line is a particularly interesting case. Painter Jasper Johns commissioned Richard Serra to create the artwork, then titled *Gutter Corner Splash*, for Johns’s New York studio in 1969. Johns later sold his studio, and he gave Serra’s artwork to SFMOMA in 1991. (The year of acquisition is indicated at the end of the credit line.) What SFMOMA received in this transaction was not the physical work as it appeared in Johns’s studio, however, but the concept for it. The museum engaged Serra to remake the piece in its 1995 building. Since the artist was working in a very different context, the artwork took on a different form than its previous incarnation. As a result, the title was modified with the addition of a colon and the phrase *Night Shift*, an allusion to the fact it was made after hours.

### Anatomy of an Object Label

- **Richard Serra**
  - American, born 1938
- **Gutter Corner Splash: Night Shift**
  - 1969/1995
  - Lead
- **San Francisco Museum of Modern Art, gift of Jasper Johns, 1991**