

Basic Detail Report



Arrow Motel, Highway 84, Espanola, New

Mexico, March 23, 1982

Date

Negative 1982, print 2021

Primary Maker

Steve Fitch

Medium

Pigment print

Description

Night view of motel sign along roadside, supported by two vertical pole. At left is a depiction of a man, from head to waist, wearing a Plains Indian feather headdress and holding a bow and arrow in the shooting position. Figure and bow are highlighted in white neon and bow is animated in three positions that suggest the release of the arrow highlighted in yellow. To right of bow is horizontal plane with words in turquoise neon “ARROW” and below on another horizontal with words in red “MOTEL” . Underneath is a small horizontal plane with the words “NO VACANCY” and only VACANCY is lit in blue. The next panel reads “CABLE TV IN COLOR” and below that is another horizontal element reading “AIR CONDITIONED” . Roadway visible at left with assorted buildings on both sides, with a large sign for a car wash and a gas station.

Dimensions

Image: 15 × 19 in. (38.1 × 48.3 cm) Support: 16 × 20 in. (40.6 × 50.8 cm)