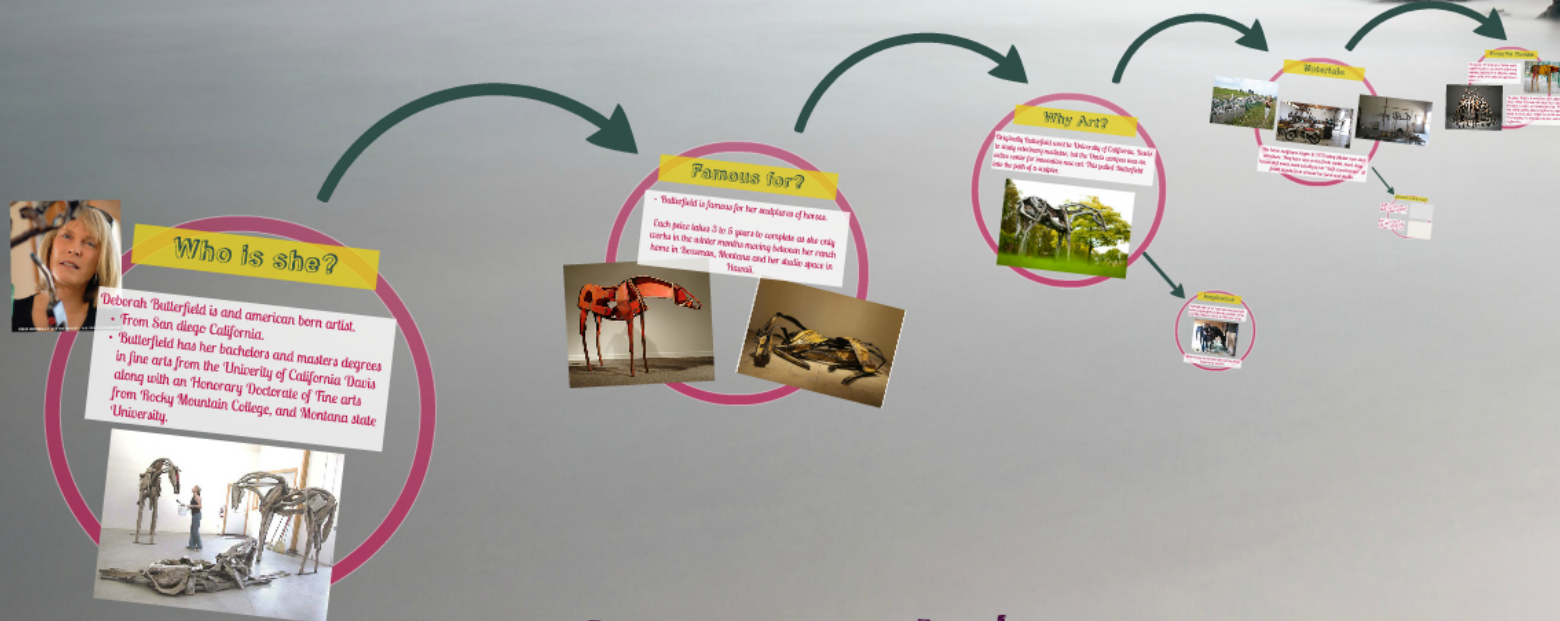
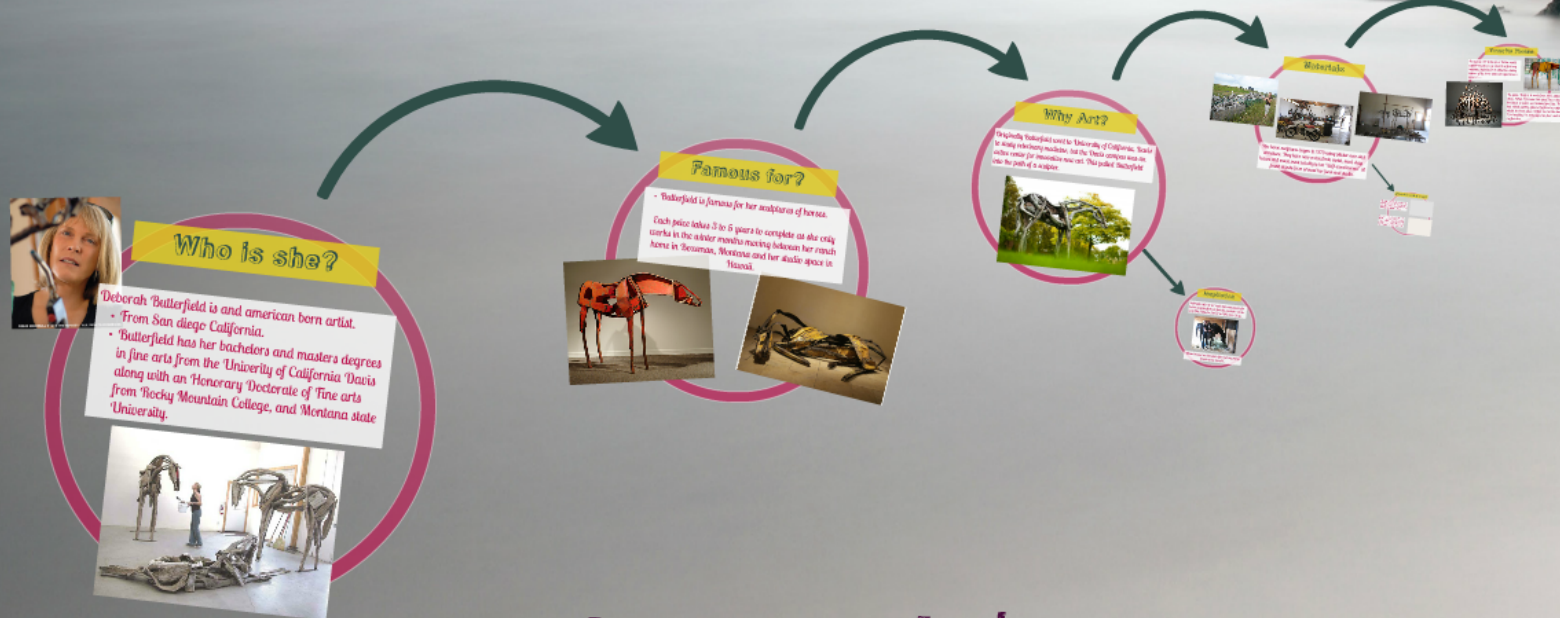


The Butterfield case Report Harvard Case Solution & Analysis



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Who is she?

Deborah Butterfield is an American born artist.

- From San Diego California.
- Butterfield has her bachelor's and master's degrees in fine arts from the University of California Davis along with an Honorary Doctorate of Fine Arts from Rocky Mountain College, and Montana State University.



Famous for?

- Butterfield is famous for her sculptures of horses.

Each peice takes 3 to 5 years to complete as she only works in the winter months moving between her ranch home in Bozeman, Montana and her studio space in Hawaii.



Why Art?

Originally Butterfield went to University of California, Davis to study veterinary medicine, but the Davis campus was an active center for innovative new art. This pulled Butterfield into the path of a sculptor.



Inspiration

Butterfield refers to her inspiration and passion for horses stemming from the fact she was born “on the day of the Kentucky Derby” in 1949, San Diego.



Horses became an obsession after receiving riding lessons at the age of 5.

Materials



Her horse sculptures began in 1970 using plaster over steel armature. They have now evolved into metal, mud, clay, leaves and wood, most notably is her “drift wood horses” all found objects from around her farm and studio.



Materials and Content

Butterfield is an environmentalist, so she naturally started out using earth materials before later moving to found metal pieces capturing an industrial roughness.

Each piece is not just a horse but a self-portrait with a personality and essence that reveal a sensitive view of the world. The variety of medium creates the essence of each of her pieces, the essence of her horses.

