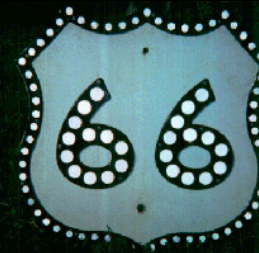


Pop Art

Once you “got” Pop, you could never see a sign the same way again. And once you thought Pop, you could never see America the same way again.

--Andy Warhol



Pop Art



Brillo Soap Pads Box, 1964, © AWF

Pop Art was an art movement in the late 1950s and 1960s that reflected everyday life and common objects. Pop artists blurred the line between **fine art** and **commercial art**.



“**Pop Artists** did images that anybody walking down the street could recognize in a split second...all the great modern things that the **Abstract Expressionists** tried so hard not to notice at all.” —Gretchen Berg.

Three Coke Bottles, 1962, © AWF



Jackson Pollock, *Number 4*, 1950
Carnegie Museum of Art;
Gift of Frank R. S. Kaplan/©ARS

The Pop artists moved away from **Abstract Expressionism** which was the “in” style of art in the 50s. The Abstract Expressionist evoked **emotions, feelings and ideas** through **formal elements** such as:

- **Line**
- **Color**
- **Shape**
- **Form**
- **Texture**

Pop Artists used **common images** from **everyday** culture as their sources including:

- **Advertisements**
- **Consumer goods**
- **Celebrities**
- **Photographs**
- **Comic strips**



Roy Lichtenstein, *Masterpiece*, 1962

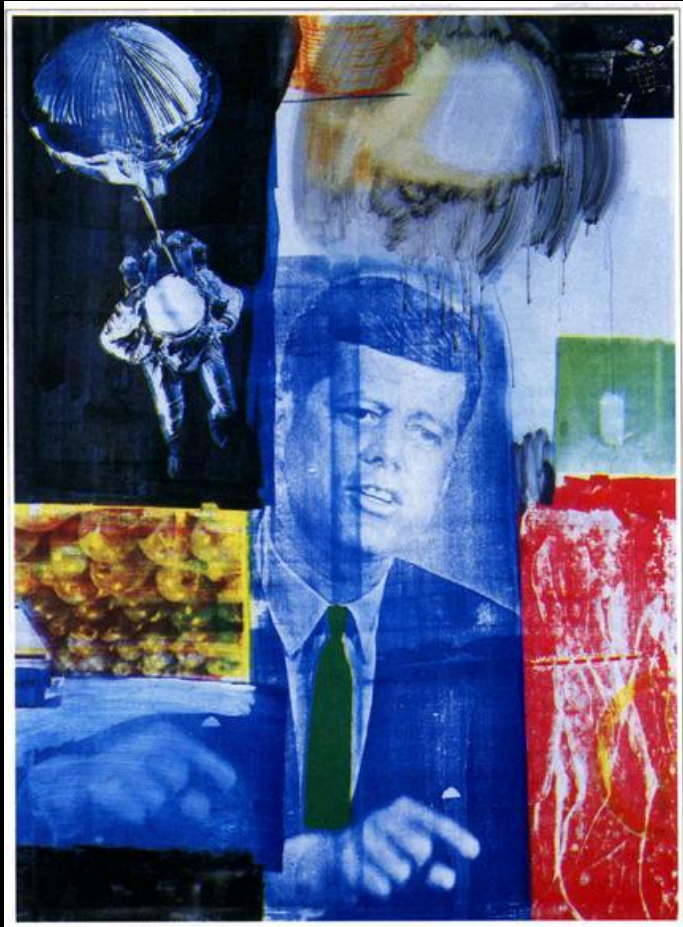
Pop Artists used bold, flat colors and hard edge compositions adopted from **commercial designs** like those found in:

- **Billboards**
- **Murals**
- **Magazines**
- **Newspapers**



Campbell's Soup II, 1969, © AWF

Pop Artists reflected 60's culture by using new **materials** in their artworks including:



- **Acrylic Paints**
- **Plastics**
- **Photographs**
- **Fluorescent and Metallic colors**

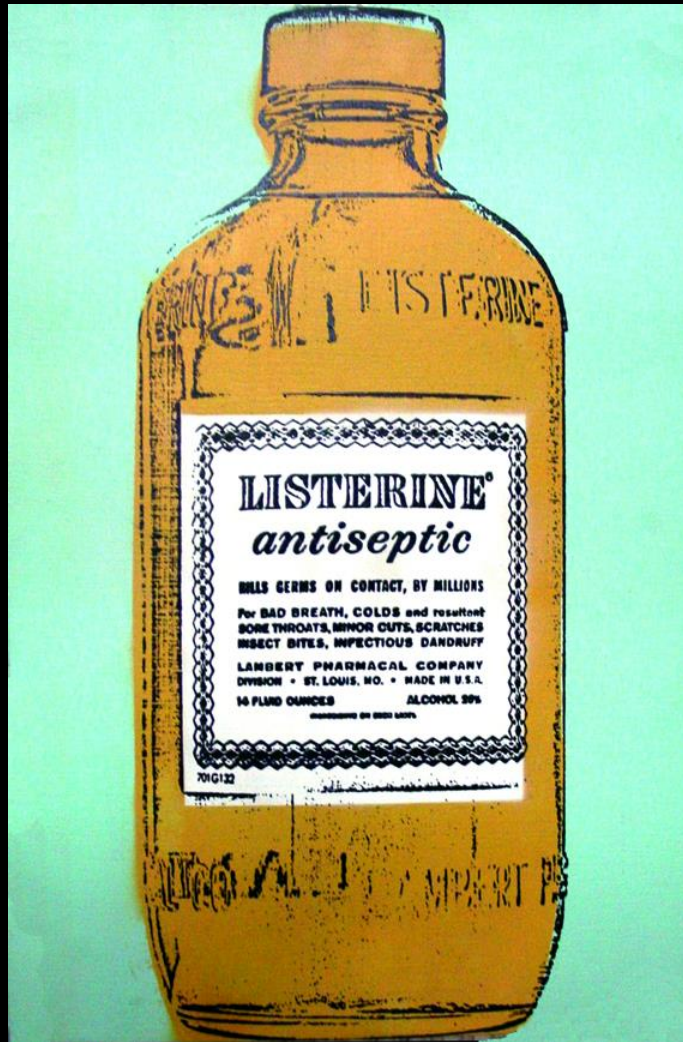
Robert Rauschenberg, *Retroactive II*, 1963

As well as new technologies and **methods**:

- **Mass production**
- **Fabrication**
- **Photography**
- **Printing**
- **Serials**



Claes Oldenburg, *Floor Burger* 1962, © Claes Oldenburg



Listerine Bottle, 1963, © AWF

Pop art was appealing to many viewers, while others felt it **made fun** of common people and their lives. It was hard for some people to understand why Pop Artists were painting **cheap, everyday** objects, when the function of art historically was to uphold and represent culture's most valuable ideals.

Andy Warhol was one of the most famous Pop Artists. Part of his artistic practice was using **new technologies** and **new ways** of making art including:



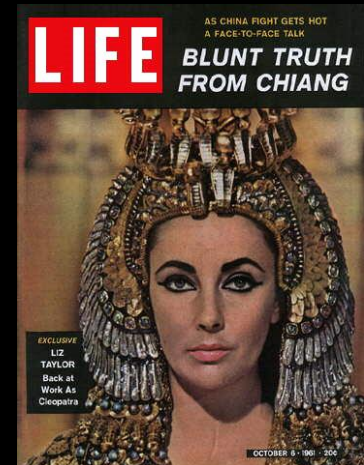
- **Photographic Silk-Screening**
- **Repetition**
- **Mass production**
- **Collaboration**
- **Media events**

Andy Warhol, *Brillo Boxes installation*,

Warhol **appropriated** (used without permission) images from magazines, newspapers, and press photos of the most popular people of his time



Silver Liz [Ferus Type], 1963, © AWF



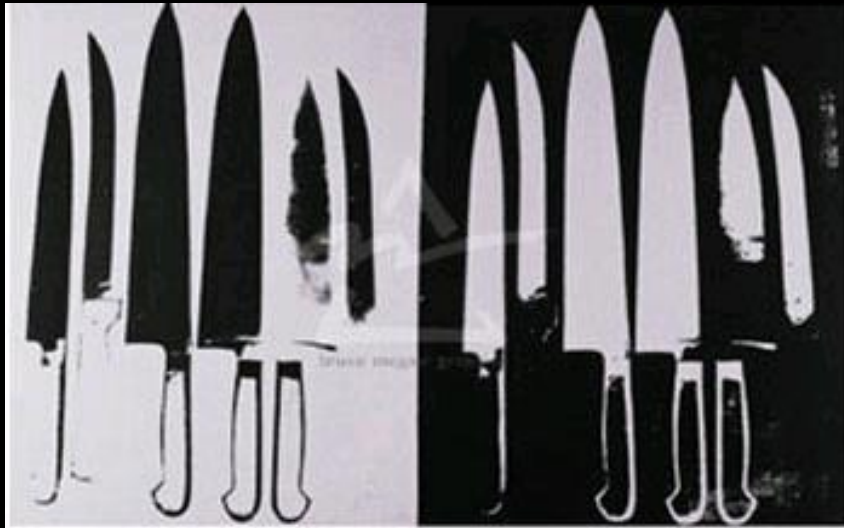
©2006 Life Inc.

Warhol used the **repetition** of media events to **critique** and **reframe** cultural ideas through his art



Jackie paintings, 1964, © AWF

Warhol took common **everyday items** and gave them importance as “**art**” He raised questions about the nature of art:



Knives, 1981, © AWF



Brillo Soap Pads Box, 1964, © AWF

What makes one work of art better than another?

Pop artists stretched the definitions of **what art could be** and how it can **be made**.



photo by Hervé Gloaguen

“The Pop idea, after all, was that anybody could do anything, so naturally we were all trying to do it all...” ---Andy Warhol

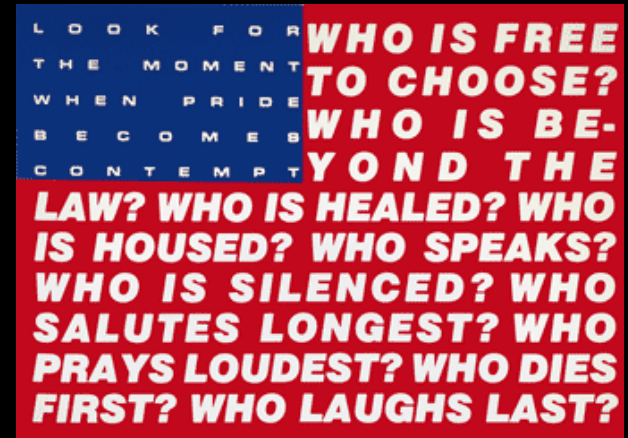
The **art world today** reflects many of the ideas, methods and materials initiated by the Pop Art movement.

In *Untitled*, 1991, Barbara Kruger uses the iconography of the American flag and hard edge graphics to pose a series of provocative questions about American cultural values.



Jeff Koons, *Rabbit*, 1986, © Jeff Koons

In *Rabbit*, 1986, artist Jeff Koons cast a mass-produced inflatable Easter bunny in highly polished stainless steel. The sculpture became iconic of art in the 1980s.



Barbara Kruger, *Untitled*, 1991
Courtesy: Mary Boone Gallery, NY