



BOOM!

POP ART

Pop Art



The term **pop art** was first used in the 1950s to describe works by artists who combined bits and pieces of mass-produced graphic arts, such as **advertising** to express contemporary cultural values.

- Pop Art emerged in the mid 1950s in England, but realized its fullest potential in New York in the '60s .
- It was a reaction to the then-dominant ideas of Abstract Expressionism. It marked a return to sharp paintwork and representational art.
- Pop artists wanted to bring life and art closer together. Subject matter was inspired by “popular” culture. Advertising, photography, comic strips and other mass media sources were POP ART’S favourite subject matter.
- From burgers to laundry detergents to movie idols, the artworks were often witty celebrations of consumer society.

Pop Art



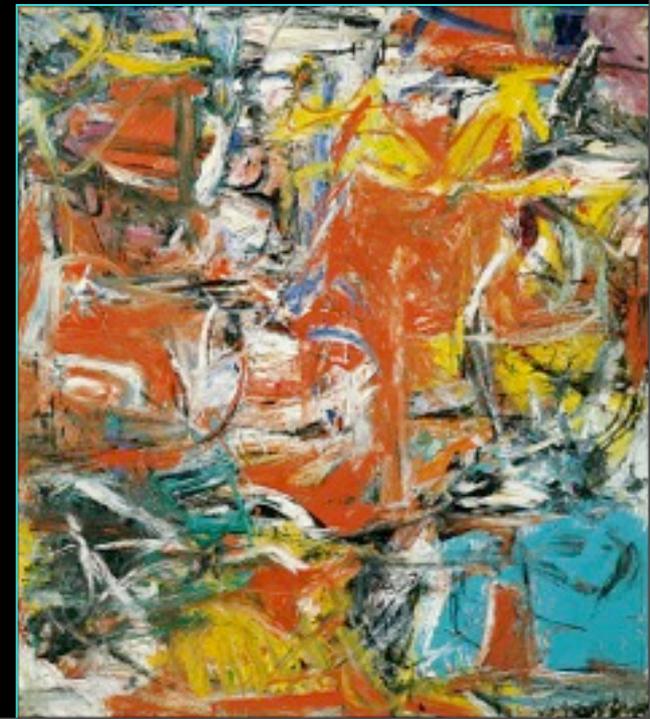
WARHOL

10 Marilyns, 1967,
serigraphy



Full Fathom Five, 1947
by Jackson Pollock

The **Pop artists** moved away from **Abstract Expressionism** which was the “in” style of art in the 50s. The **Abstract Expressionists** focused on the process of making art rather than the art itself.



Willem de
Kooning, Gotham
News, 1955



WARHOL, 100 SOUP CANS, 1962, silk screen print

JASPER JOHNS, Numbers in Color, 1958

The POP artists wanted to make us “see”, perhaps for the first time, an object we look at every day.



The Artist & the Object

In the early 20th century, the Dada artists declared their 'readymade' found objects **ART** with the desire to reject traditional art subjects.

The power of the artist to transform the **MUNDANE** into an **ICON** was **EXPLOITED** by the **POP** artists of the 1960's. Going beyond just a still life's display of everyday objects, **POP ART** glorified the ordinary by making it monumental.



Warhol Soup Can, serigraphy

Pop artists blurred the line between fine art and commercial art.

DADA ready- mades =

Ordinary objects transformed into artworks simply through the decision of the artist. What is usually seen as a non-art object, recontextualized, becomes an art object.

• **Pop Artists** used **bold**, **flat** colours & **hard edged** compositions adopted from **commercial designs** like those found in:

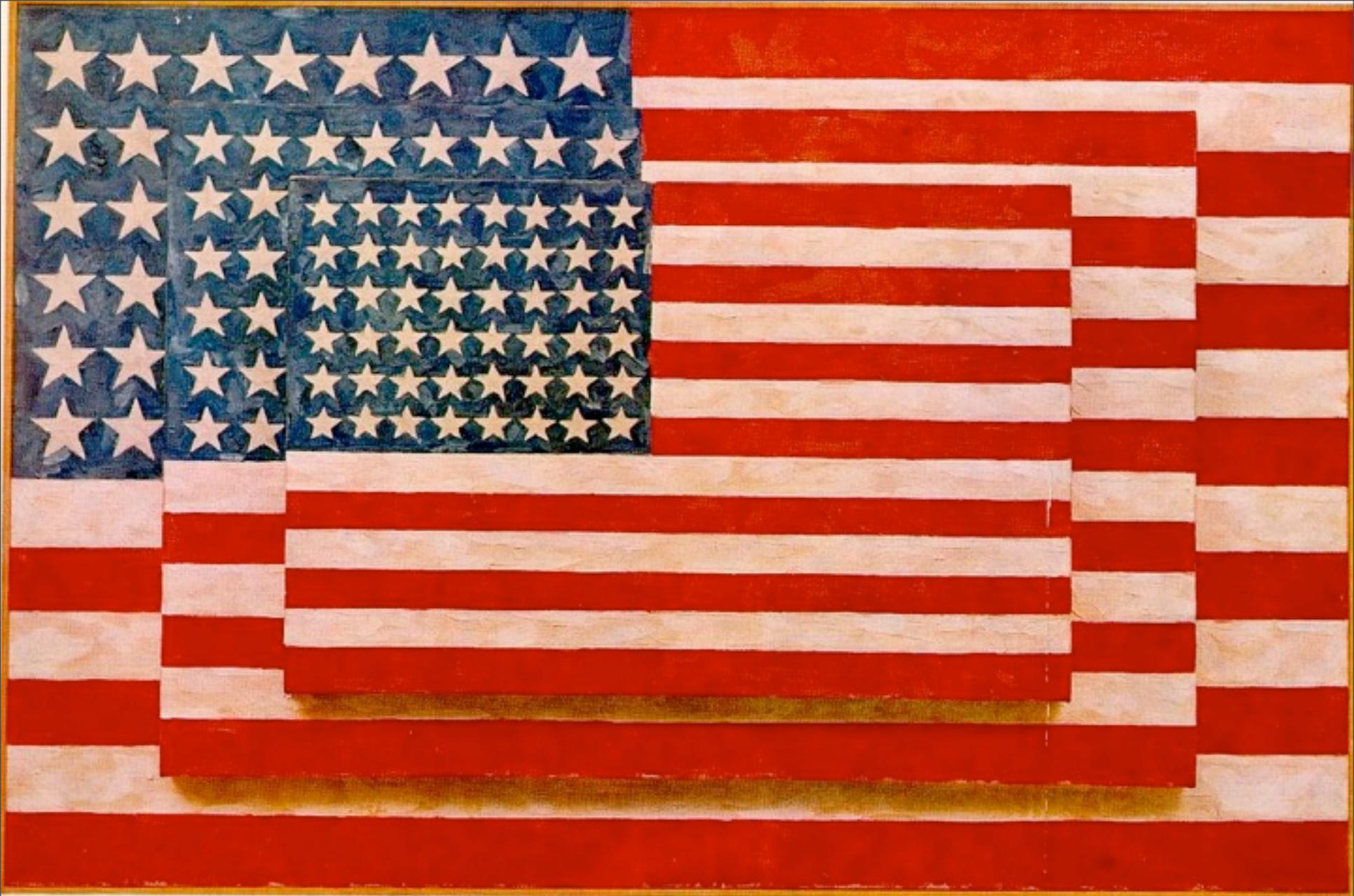
• Pop Artists reflected 60's culture by using new **materials** in their artworks including:

- **Acrylic Paints**
- **Plastics**
- **Photographs**
- **Fluorescent & metallic colours**



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



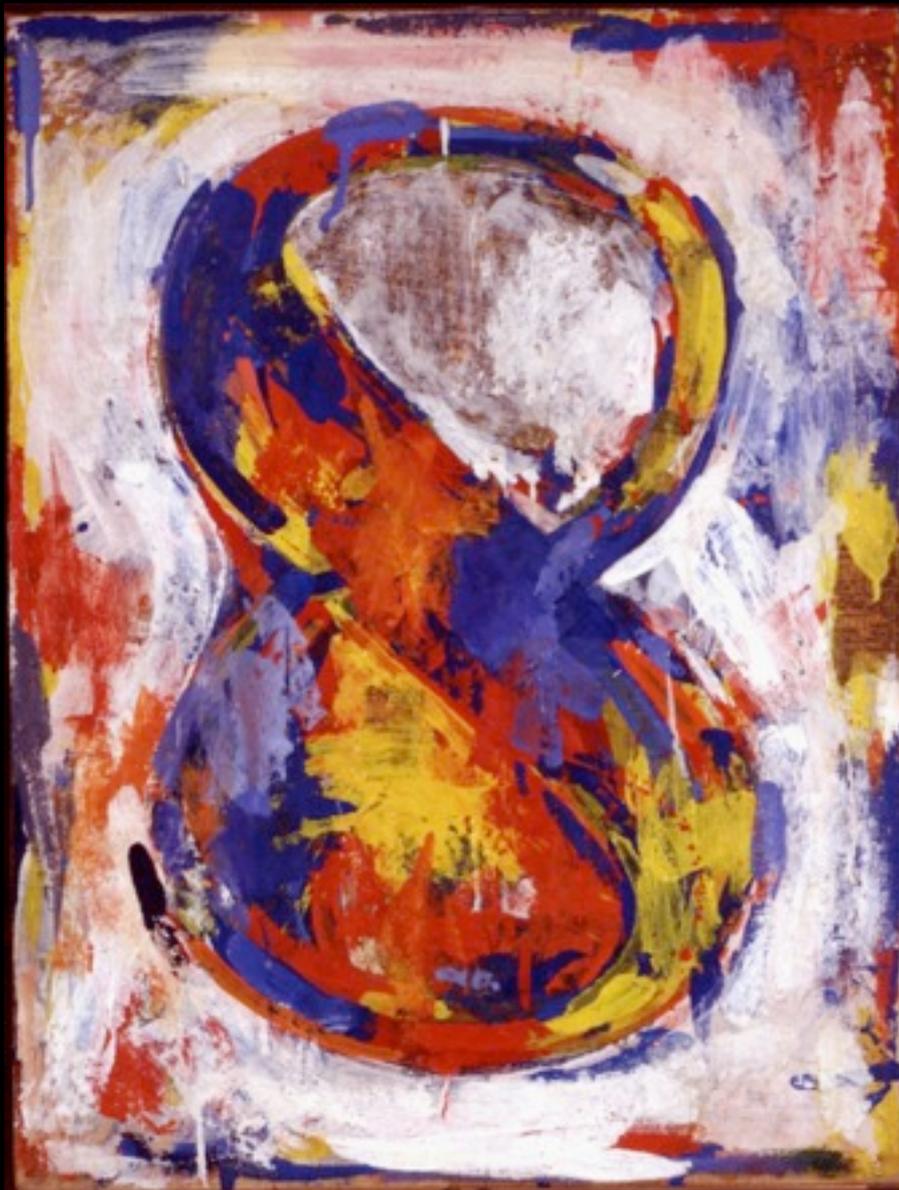


Jasper Johns Three Flags, 1958

Jasper Johns Fool's House, 1962



- **Jasper Johns has been hailed as the father of Pop Art** because his richly worked paintings of maps, flags, and targets led the artistic community away from **Abstract Expressionism toward a new emphasis on actual imagery.**
- **Johns transformed everyday symbols** such as the **American flag** by showing them in a **different context.**
- He examines his subjects in many medias including oils, encaustic, print, plaster, and mixed media by **incorporating elements of popular culture and everyday objects directly into his work.**
- This is his way of inviting the viewer to **see common symbols in new ways.**



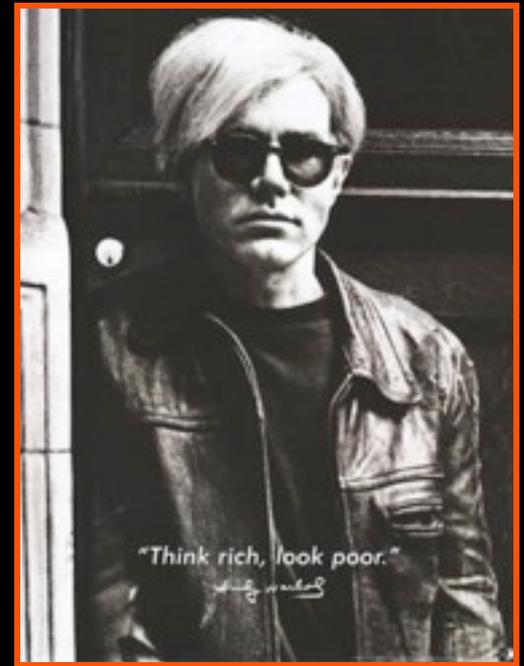


Andy Warhol



•During the 1960s, Warhol began to make paintings of iconic American products such as **Campbell's Soup Cans** and **Coca-Cola bottles**, as well as paintings of **celebrities** such as Marilyn Monroe, Elvis Presley, and Elizabeth Taylor.

•He switched to silkscreen prints which he produced serially, seeking not only to **make art of mass-produced items** but to **mass produce the art itself**. By minimizing the role of his own **hand** in the production of his work and declaring that he wanted to be "**a machine**," Warhol sparked a revolution in art. His work quickly became popular as well as controversial.



Warhol's artistic practice was using **new technologies** and **new ways** of making art including:

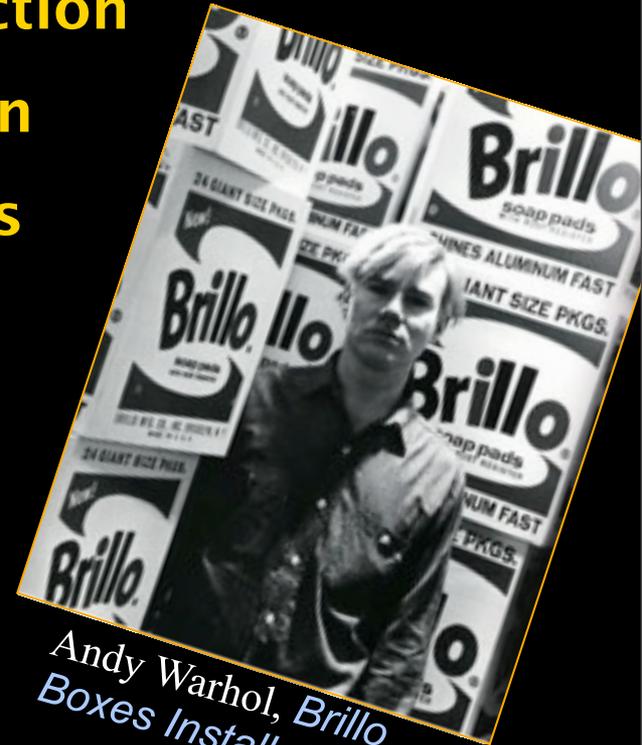
- **Photographic Silk-Screening**
- **Repetition**
- **Mass production**
- **Collaboration**
- **Media events**

Warhol appropriated

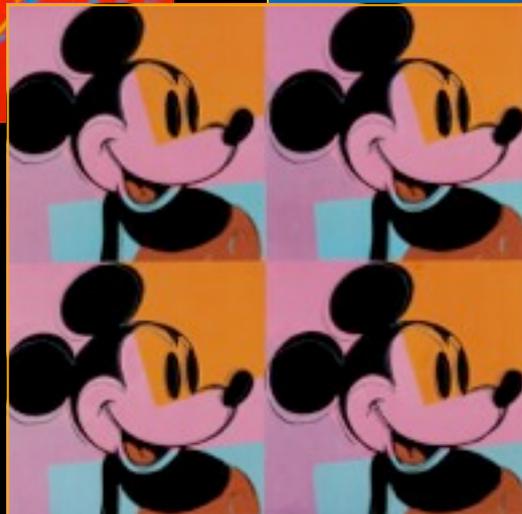
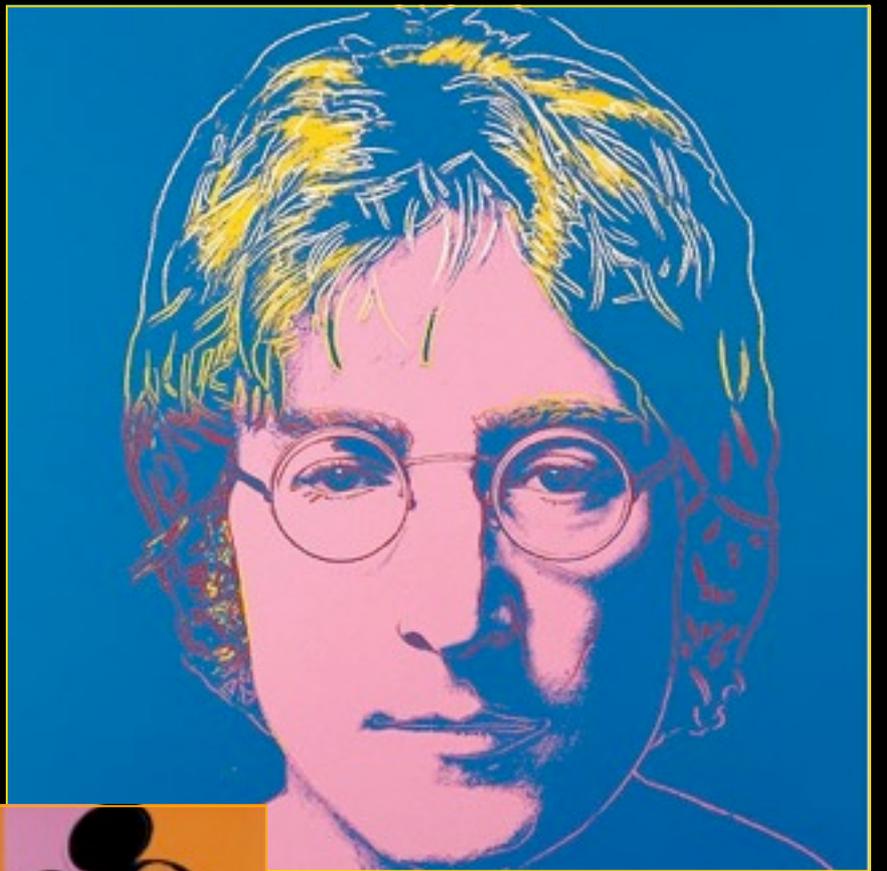
(used without permission) images from magazines, newspapers, and press photos of the most popular people of his time.

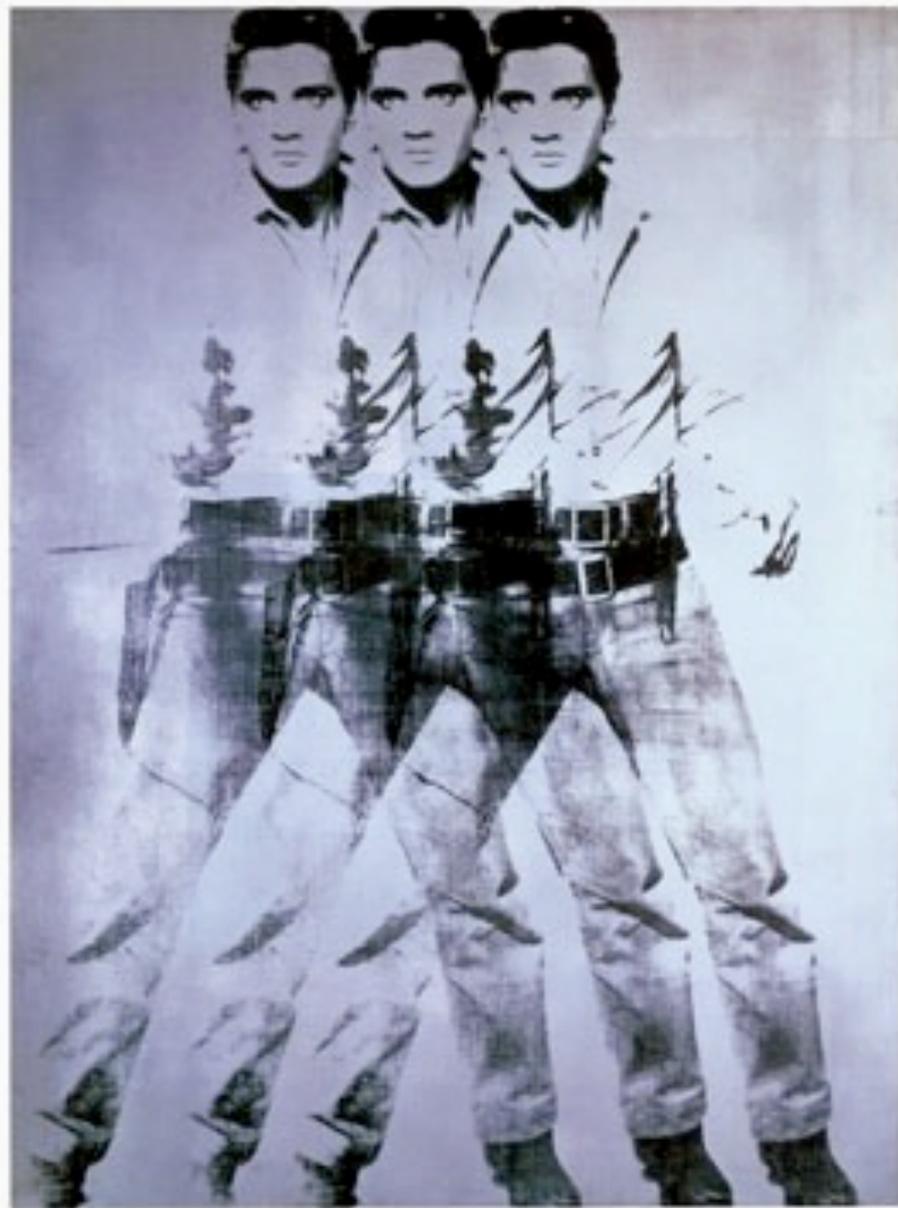


Silver Liz ,1963



Andy Warhol, Brillo Boxes Installation,





Andy Warhol THE WARHOL COLLECTION



ROY LICHTENSTEIN

By choosing comic-book illustrations as a theme, and using simulated dots to suggest cheap printing, **Lichtenstein** acknowledged the role of this popular form of entertainment in daily life. There is also an element of humor in creating **fine art** out of what has customarily been considered “low.”









Pop goes H-U-G-E!



Oldenburg transformed the modest into the monumental....mundane objects become iconic

Claes Oldenburg restored a child's-eye sense of wonder to a weary world.

Many of his pieces reside in outdoor spaces to be enjoyed by the masses who, at least temporarily, experience something unique.





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Pop goes Soft



Oldenburg made it his business to soften & 'biggie' size American junk food & other ordinary objects. His soft sculpture transformation both delighted & mocked.

Claus **Oldenburg**, Giant Hamburger 1962,





OLDENBURG,
Soft Toilet, 1966

- Oldenburg's first **soft sculptures** of everyday objects, that included toilets, fans, and other household fixtures, were fashioned out of canvas and stuffed.

- The unexpected effects of gravity caused many of these creations to sag, giving them vulnerable and lifelike overtones.

- Thus, **Oldenburg's** art confounds expectations through transformations of material.

