



Richard Hamilton

POP ART

- Pop Art was most popular 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.



WARHOL



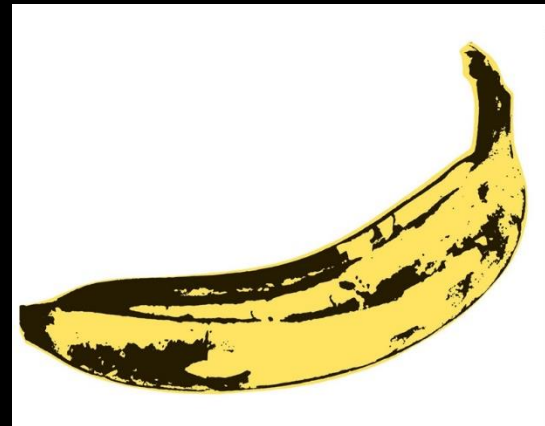
The **Pop artists** moved away from **Abstract Expressionism** which was the “in” style of art in the 50s. The **Abstract Expressionists** focused on the process of making art rather than the art itself.



Full Fathom Five, 1947
by Jackson Pollock



Willem de
Kooning, Gotham
News, 1955



Andy Warhol

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.

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.

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

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

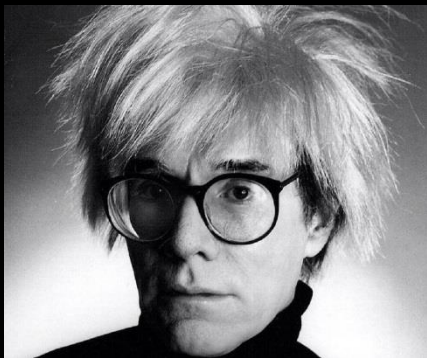
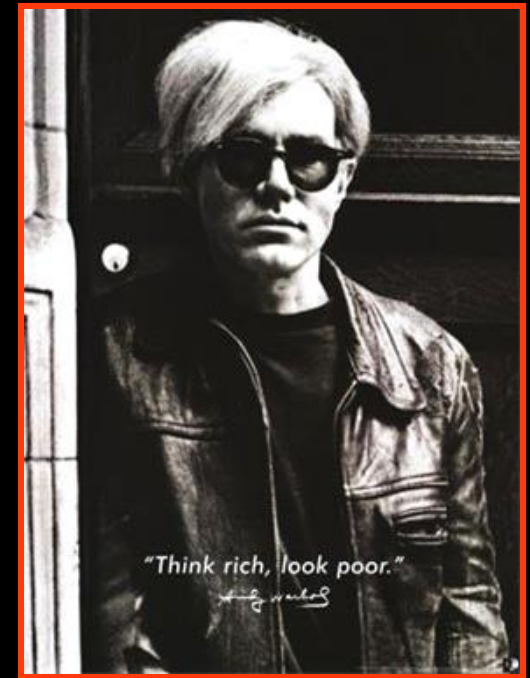
- **Pop Artists** used **bold**, **flat** colours & **hard edged** compositions adopted from **commercial designs** like those found in:

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



- 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.

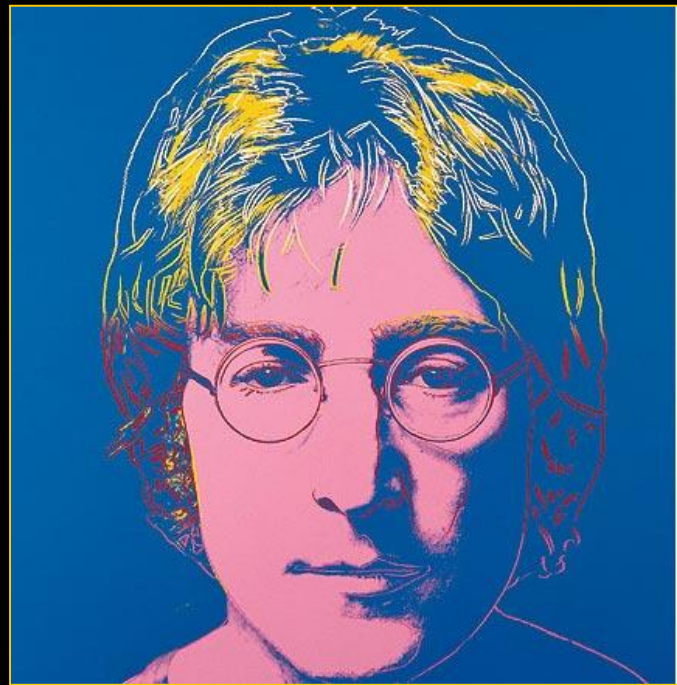
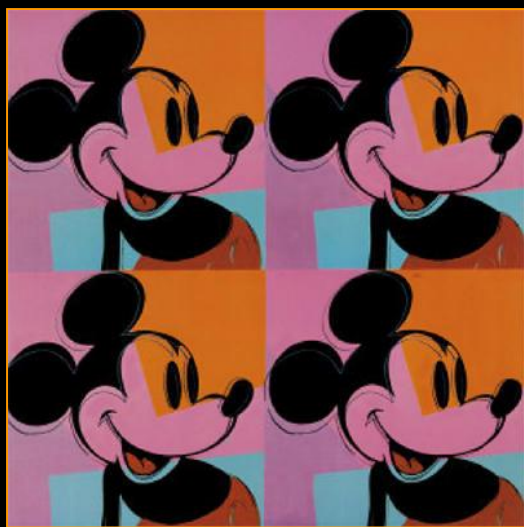


Warhol's artistic practice was using **new technologies** and **new ways** of making art including:

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

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





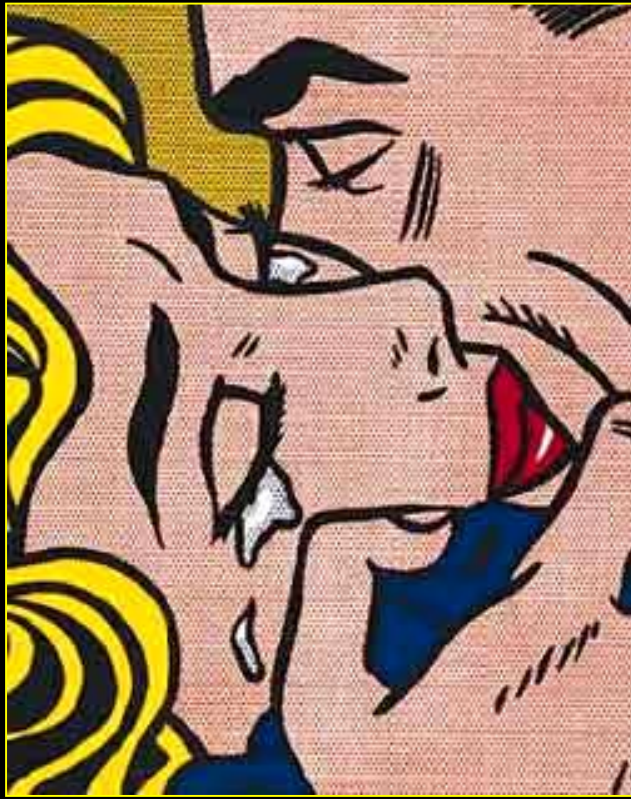


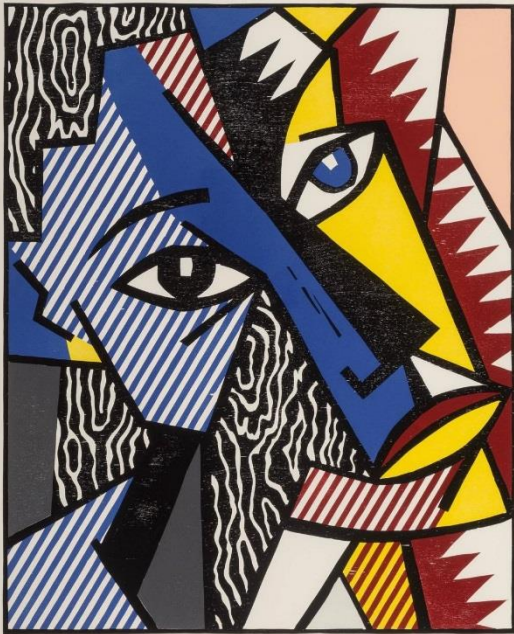
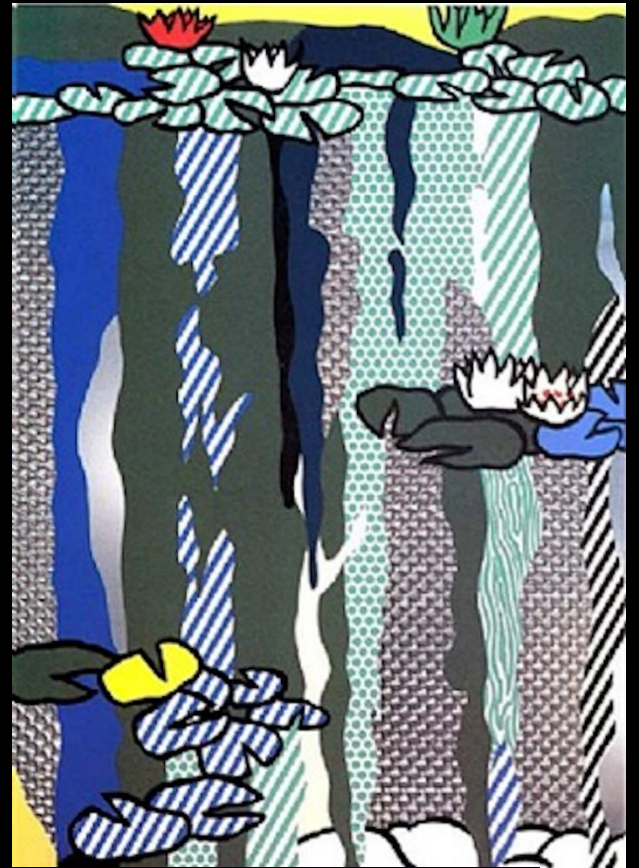
ROY LICHTENSTEIN

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.”







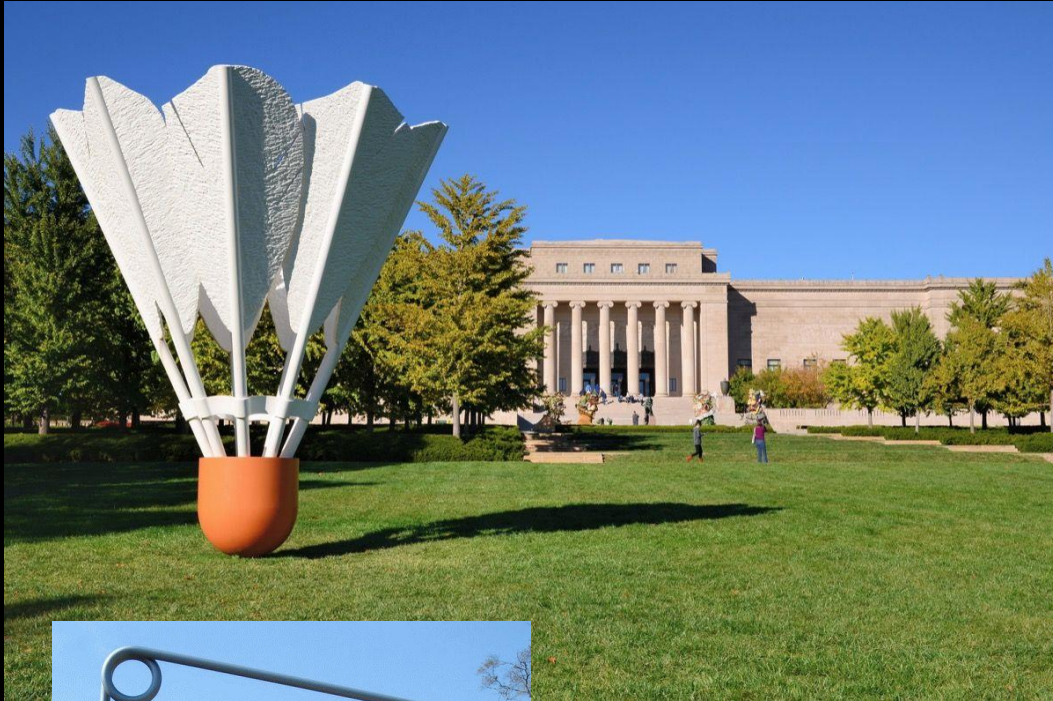




Pop goes H-U-G-E!



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





Soft Sculptures



Oldenburg, Giant Hamburger 1962,



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



- 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.



OLDENBURG,
Soft Toilet, 1966

