



Pop Art



What is Pop Art?



- Pop Art is art that is based on popular culture and the mass media
 - Reflects current values of society/culture
 - Uses images borrowed from advertising, photography, comic strips and other mass media sources
- Pop Art is influenced from two dimensional images
- Mechanical Production
 - Screen Printing
 - Machine Produced
 - Emphasis on Mass Production

Where Did Pop Art Come From?



- Visual art movement that began mid 1950s in Britain, late 1950s in the U.S.
- The Independent Group founded in London in 1952 was precursor to the Pop Art Movement
- Lawrence Alloway- “The Arts and the Mass Media”
 - Popular Mass Culture= led to term Pop Art

History Of Pop Art



- 1950's!
 - Period of optimism
 - Consumer boom
 - Products mass marketed, advertised
- Independent Group
 - Aimed at symbols/ images from media
- Coincided with youth and pop music phenomenon

Influences



- Pop art widely interpreted as reversal or reaction to Abstract Expressionism
 - emotional expression with particular emphasis on the spontaneous act
- Drew upon DADAist elements
 - Movement that mocked artistic and social conventions. Emphasized the illogical and absurd.
 - Favored montage, collage and the readymade

Characteristics

- Brings back the subject
- Questions art as a commodity and as a unique art form
- Everyday subject matter
- Marked by
 - Clear lines
 - Bold colors
 - Sharp paintwork
 - Clear representations of symbols, objects, and people common in pop culture



Techniques

- Central focus= commercial art
 - Styles of popular culture and the mass media
 - News paper, comics, advertising, consumer goods
 - Mass production
 - Low cost
 - Expendable
 - "Like a joke without humor, told over and over again until it begins to sound like a threat... Advertising art which advertises itself as art that hates advertising." Harold Rosenberg



Andy Warhol



- Born August 8th 1928
- One of the most influential artists on the 20th century
- Famous for
 - Avant-guard pop art paintings and screen printings



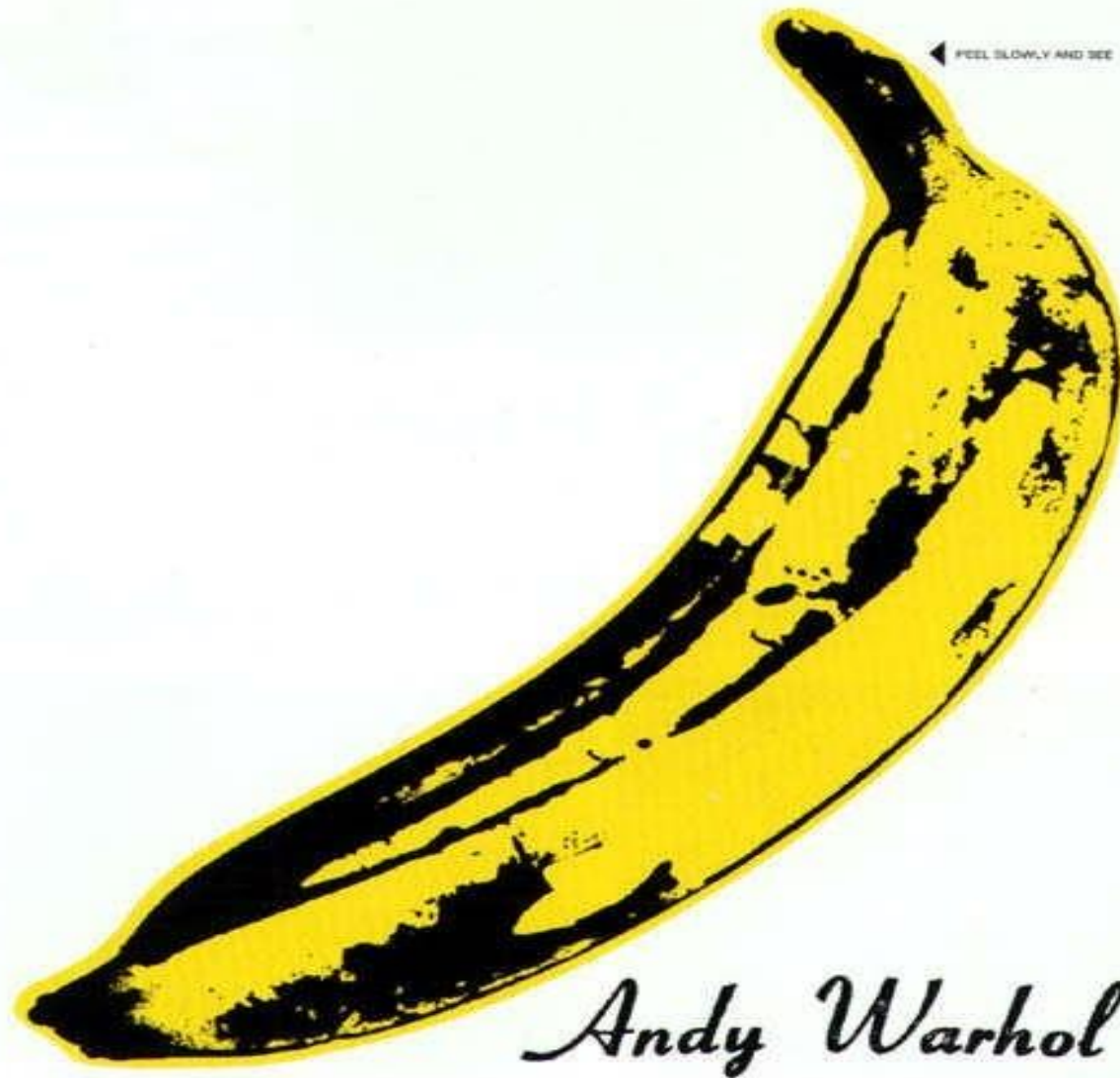
**Campbell's
Soup Can
1964**

Andy Warhol
Silkscreen on
Canvas



**Marilyn
Monroe
1967**

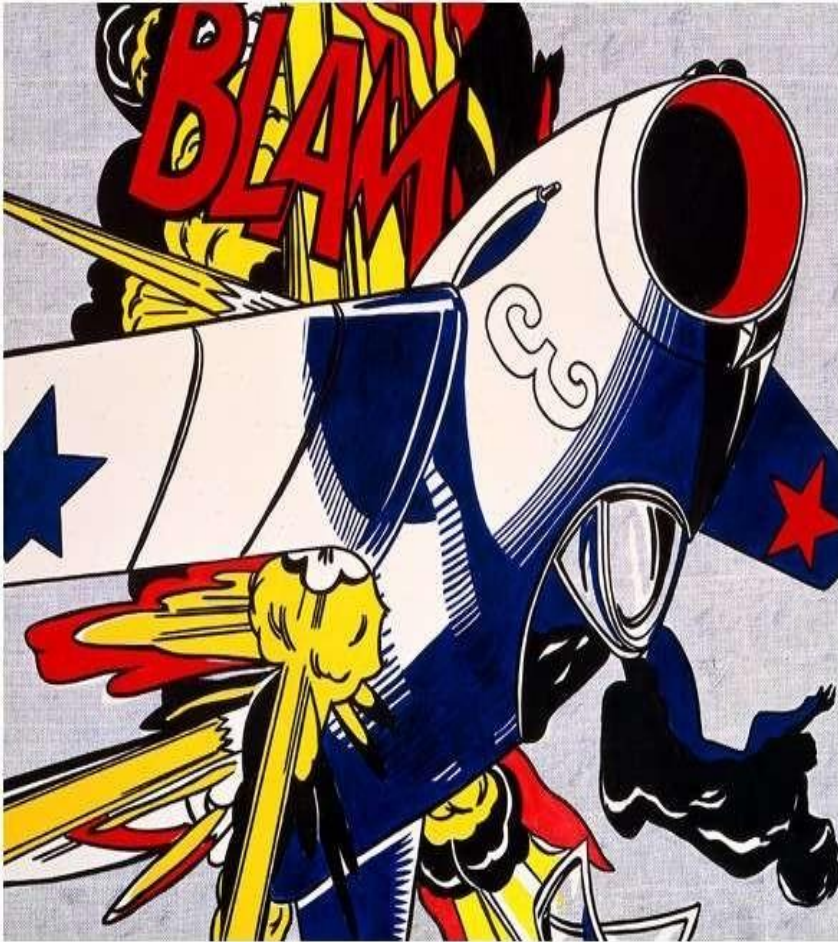
Andy Warhol
Screenprint on
white paper



**Peel
Slowly
and See**

Andy Warhol
1967

Roy Lichtenstein



- Born October 27, 1923
- Began first pop paintings using cartoon images and techniques derived from the appearance of commercial printing
 - Included use of advertising suggesting consumerism that reflected home life



**The Drowning
Girl**

Roy Lichtenstein
1963



Ohhh...Alright...

1964

Roy Lichtenstein



Roy Lichtenstein

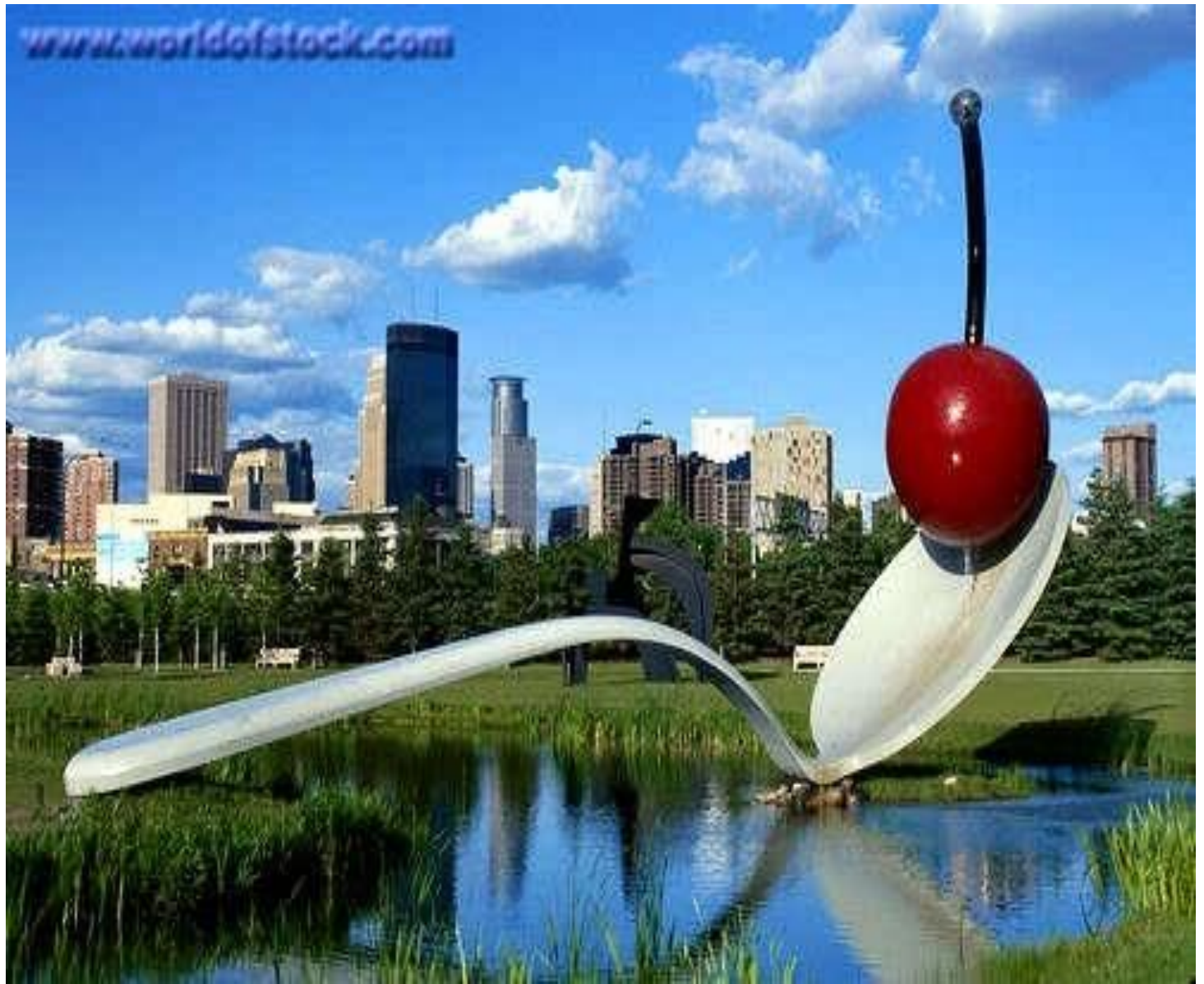
1963

Whaam!

Clay Oldenburg



- Born January 28, 1929
- Known for his public art installations
 - Featured very large replicas (sculptures) of everyday objects
- Sculptures often involved interactive capabilities
 - Tube of lipstick



**Spoon Bridge
and Cherry**

Claes Oldenburg
1985



Big Sweep

Claes Oldenburg



Apple Core

Claes Oldenburg

Jasper Johns



- Born May 15, 1930
- Early works composed using simple schemes of flags, maps, letters, targets and numbers
- Made use of classical iconography
- Seeking to create meaning through the use of symbols



**Target with Four
Faces**

Jasper Johns
1955



False Start

Jasper Johns
1959



Flag

Jasper Johns
1954

Summary

- Characterized by bold, simple, everyday imagery, and vibrant block colors.
- Influenced by abstract expressionism and DADAism
- Reflects pop culture and consumerism
- Easy to understand, recognize and interpret
- Major artists: Andy Warhol, Roy Lichtenstein

