IMAGE POLITICS (I)

POP ART

Characteristics of Pop

Andry Warhol
Mao
1972

- Opposition to the actions and spontaneous techniques of AbEx
- Complete removal of the artist's hand and question of originality
- The idea was not to expand what could go into museums but to take art out from the barriers of art institutions and out into the public spaces.
- Instead of the seriousness of the AbEx, these works were light hearted, humorous and accessible
- Return of the Dada ideas (Readymade, manufactured aesthetic, critique of elitism of art)

TIMELINE

World War II

Abstract Expressionism

Beginning of Pop art

1952: Independent Group (earliest pop artists come together in London)

1956: IG is dissolved

1961: British and American artists collaborate

1962: “pop art” used in the US for the first time

Historical context

- Extreme economic and political growth in the US following WWII
- New forms of media, industrial development, new cultural phenomenons- pop music, Hollywood, television (instead of radio) gaining popularity
- Processes and images emphasised new age of commodity and industrialisation
- Critical juncture for the artists- how to address the trauma of the post war period (to follow AbEx or not?)

Pop Artists in New York City (left to right) Tom Wesselmen, Roy Lichtenstein, James Rosenquist, Andy Warhol, Claes Oldenburg, 1964

Early Pop

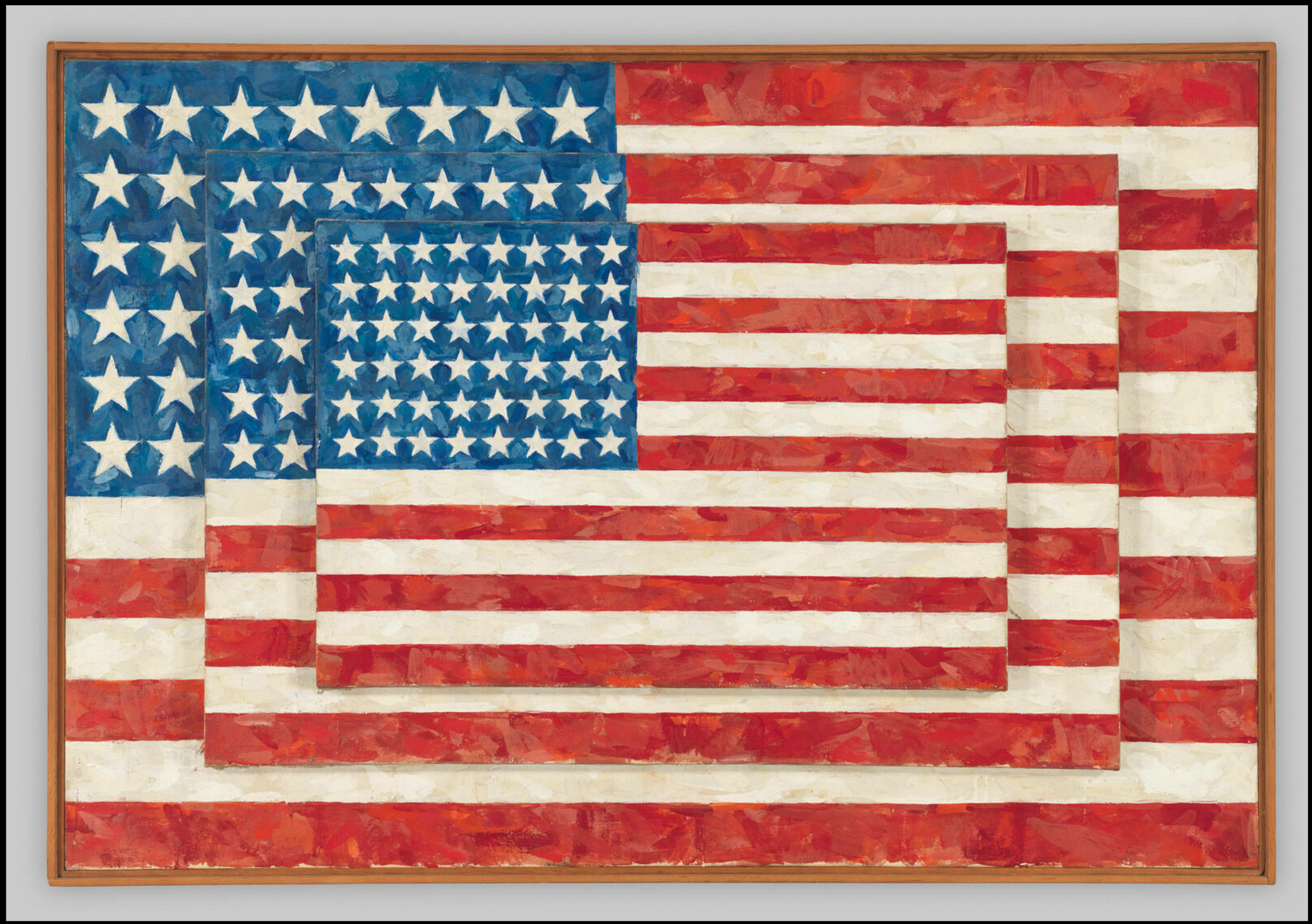
Jasper Johns, *Flag*, 1954-55

Early Pop

- Flag- immediately recognisable symbol
- First major work that broke away from AbEx style- retains a technique that allows for gestural texture
- main difference was that **while AbEx completely abandoned the image**, the central meaning of this work with directly linked to Jasper Johns **choice of images**.

Jasper Johns, *Flag*, 1954-55

As an iconic image--comparable to the targets, maps, and letters that he also has depicted- Johns realized that the flag was “seen and not looked at, not examined.”



Jasper Johns, Three Flags , 1958

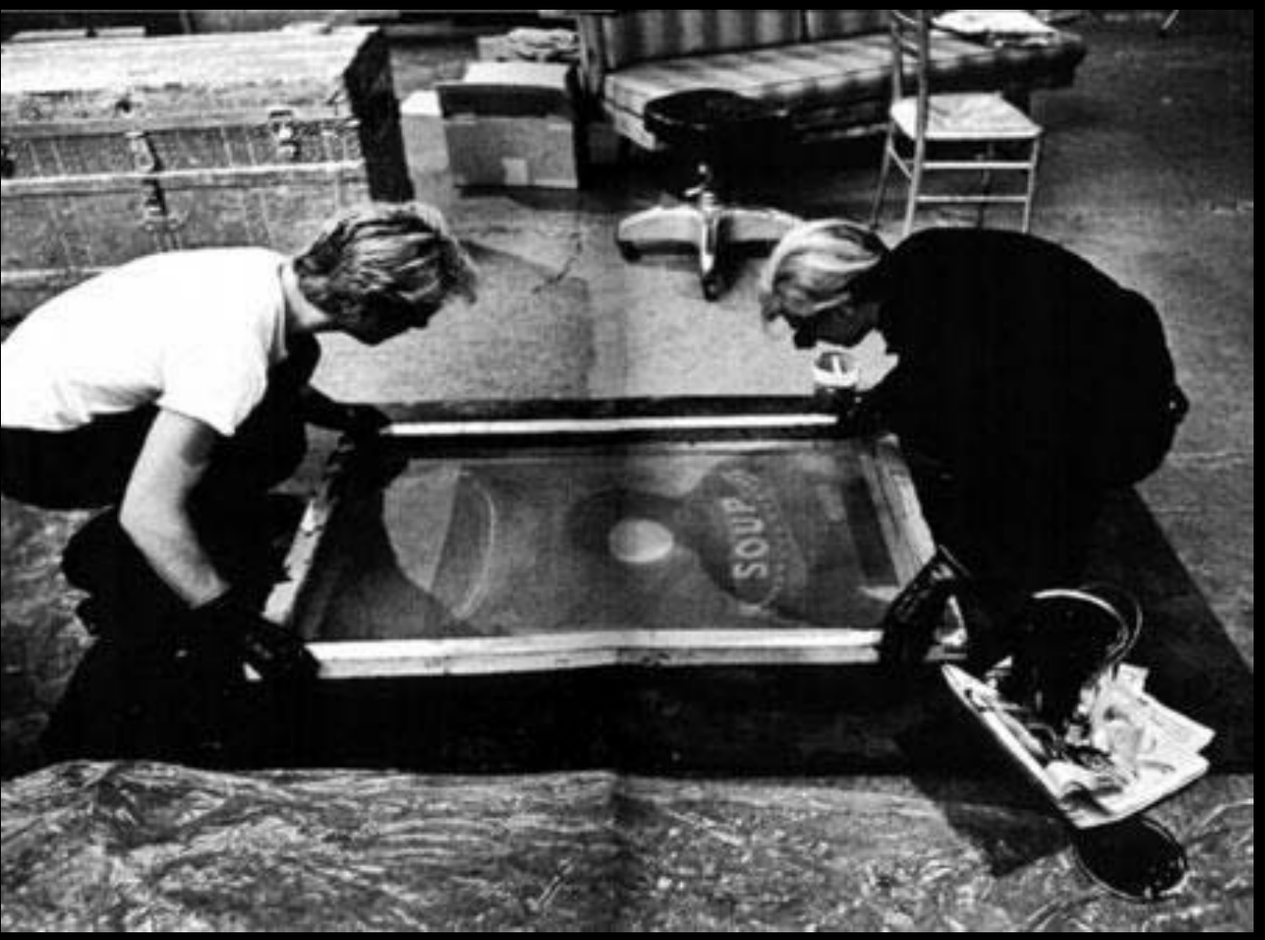
Robert Rauschenberg
Retroactive I
Oil and silkscreen ink on canvas
1963

Consumerism

"I used to have the same lunch every day for 20 years. I ate the same thing over and over again." –Andy Warhol

Andy Warhol
Campbell's Soup Cans
1962

"The reason I'm painting this way is that I want to be a machine, and I feel that whatever I do and do machine-like is what I want to do. If you want to know all about Andy Warhol, just look at the surface of my paintings and films and me, there I am. There's nothing behind it." –Andy Warhol



Campbell's
CONDENSED
TOMATO
SOUP

https://www.youtube.com/watch?v=CzrPmfaYcMM&t=2s

Andy Warhol
Brillo Box (Soap Pads)
1964

Andy Warhol, *Yellow Brillo Box,* 1964, synthetic polymer paint, screenprint on wood, 13 x 16 x 11-1/2 inches overall.

1A400
24/18
PAD
GIANT
New!
Brillo
soap pads
WITH RUST RESISTER
SHINES ALUMINUM FAST
BRILLO MFG. CO., BROOKLYN, N. Y., MADE IN U.S.A.

Celebrity

"The more you look at the exact same thing the more the meaning goes away and the better and emptier you feel."

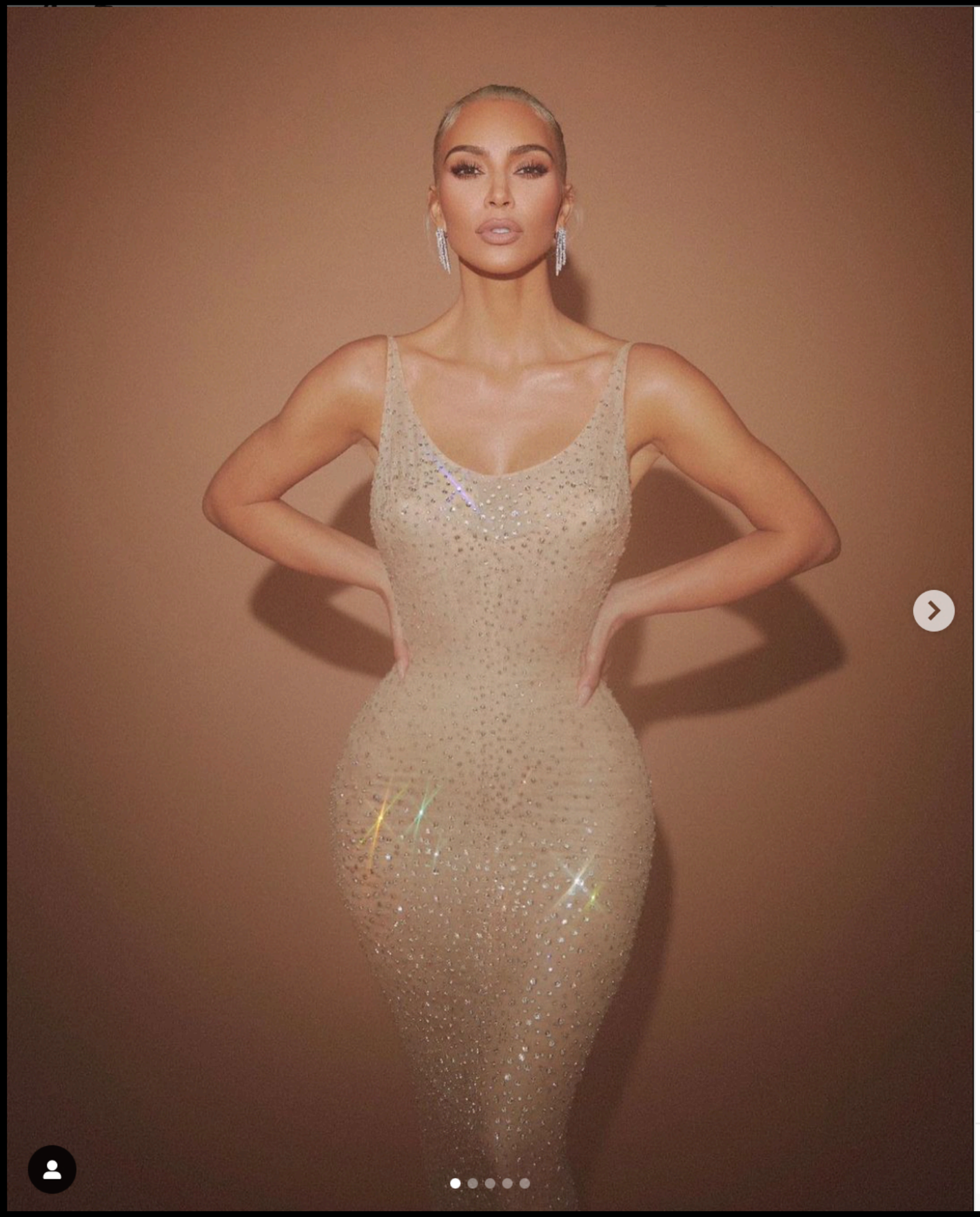
Andy Warhol
Marilyn Monroe
Silk screen prints
1960s

Warhol's 'Marilyn,' at $195 Million, Shatters Auction Record for an American Artist

At Christie's sale for charity, the glamorous silk-screen beat out Basquiat's skull painting that had set a record in 2017.

Give this article

"Shot Sage Blue Marilyn," a 1964 Andy Warhol silkscreen, was auctioned at Christie's on Monday night. Andy Warhol Foundation for the Visual Arts, Inc./Artists Rights Society (ARS), NY; Jeenah Moon for The New York Times



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kimkardashian Met Gala — In America: An Anthology of Fashion

I am so honored to be wearing the iconic dress that Marilyn Monroe wore in 1962 to sing “Happy Birthday” to President John F. Kennedy. It is a stunning skintight gown adorned with more than 6,000 hand-sewn crystals by costumier Jean Louis.

Thank you Ripley’s Believe It or Not! for giving me the opportunity to debut this evocative piece of fashion history for the first time since the late Marilyn Monroe wore it. I am forever grateful for this moment. ✨🕊️

Edited · 3d

vanessabryant 😍❤️

1w 2,042 likes Reply

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sarahrhoward YOU WON THE MET 🥇🥇🥇

Liked by **dayunryuu** and **6,519,436 others**

7 DAYS AGO

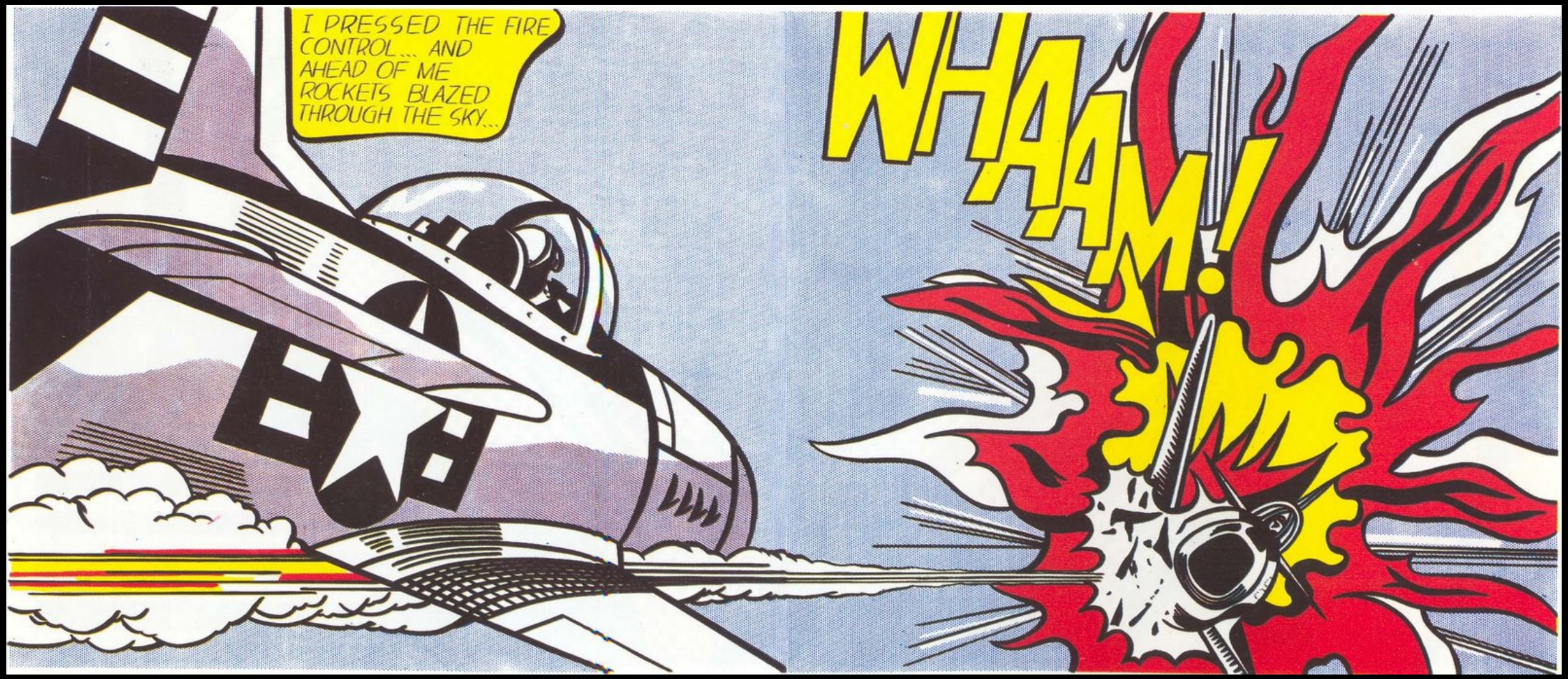
Add a comment... Post

Was Pop a critique or valorisation of celebrity?

Considering popular culture today, how is our perception of celebrity similar or different?

Comedy

"At that time I was interested in anything I could use as a subject that was emotionally strong – usually love, war, or something that was highly-charged and emotional subject matter. Also, I wanted the subject matter to be opposite to the removed and deliberate painting techniques." –Roy Lichtenstein



Roy Lichtenstein
Whaam!
Acrylic paint and oil paint on canvas
1963

"I was very excited about, and interested in, the highly emotional content yet detached, impersonal handling of love, hate, war, etc. in these cartoon images." –Roy Lichtenstein

Ben-Day dots: An inexpensive mechanical printing method developed in the late 19th century. The method relies upon small colored dots (typically cyan, magenta, yellow, and black) that are variously spaced and combined to create shading and colors in images.

Roy Lichtenstein
Drowning Girl
Acrylic paint and oil paint on canvas
1963

Lichtenstein holds a dot screen with *Frolic* (1977), *Nude on Beach* (1977), and *La La La!* (1977) behind him, 1977

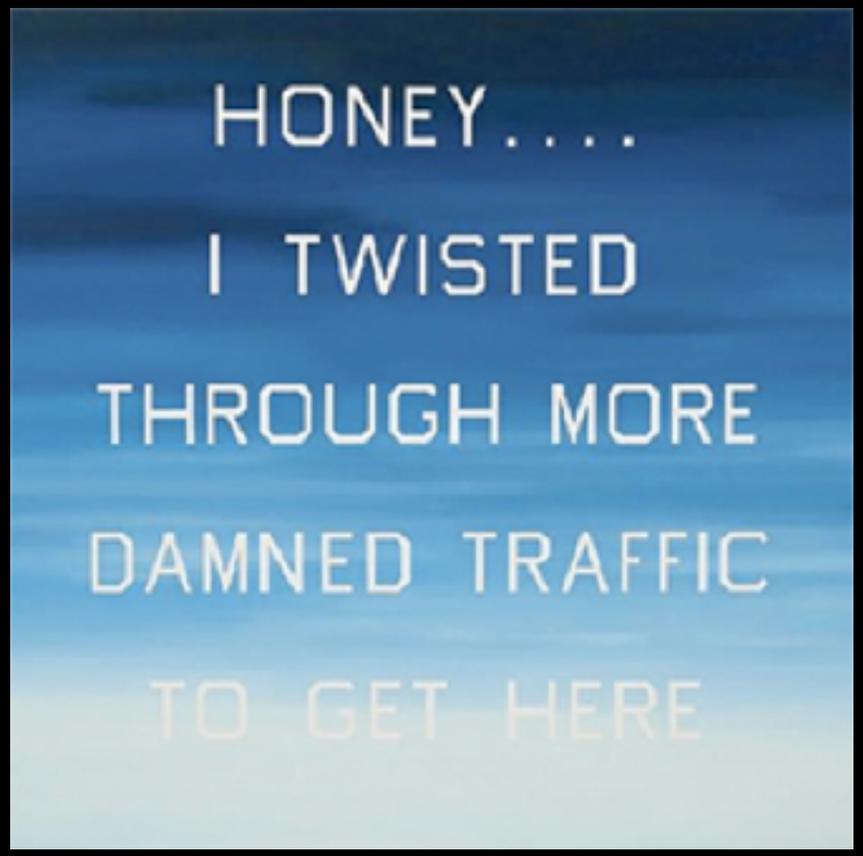
Girl in Mirror
(1964–65)
Porcelain enamel
on steel

Vincent Van Gogh
The Bedroom
1888
Oil on canvas

Roy Lichtenstein
Bedroom at Arles
1992
Oil on canvas

"The single word, its guttural monosyllabic pronunciation, that's what I was passionate about. Loud words, like slam, smash, honk." –Ed Ruscha

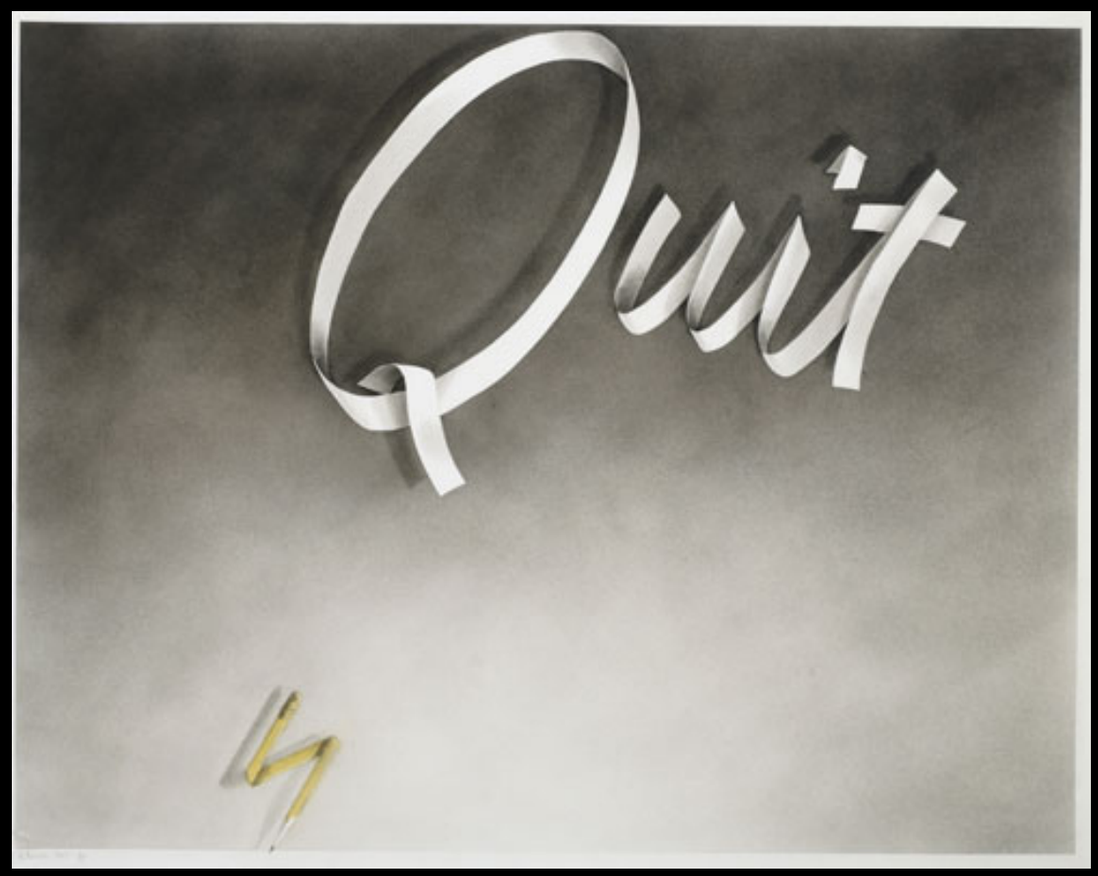
Ed Ruscha
Oof
1962
Collection of MoMA



HONEY...I TWISTED THROUGH MORE DAMN TRAFFIC TO GET HERE, 1984, oil on canvas

Honk, 1962, acrylic paint on paper

Adios, 1967, oil on canvas



Quit with pencil, 1967, gunpowder and coloured pencil on paper

Was Pop art successful in breaking down barriers of “high” versus “low” art?

What makes these images so iconic? What has made them stand the test of time?

How do you think social media plays a role in how we consume works? What is our understanding of “popular” today?

https://www.youtube.com/watch?v=BZ9PAoKvqX8