



# Pop Art

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# 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



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# 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

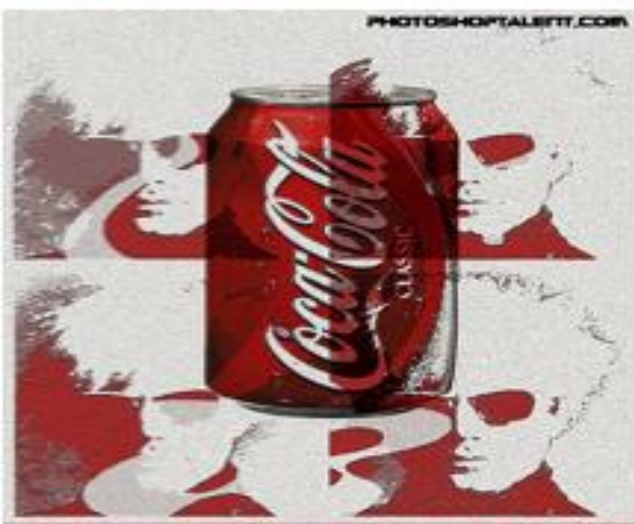
- Brings back the subject
- Questions art as a commodity and as a unique art form
- Everyday subject matter
- Marked by
  - Clear lines
  - Bold colors
  - Sharp paintwork
  - Clear representations of symbols, objects, and people common in pop culture



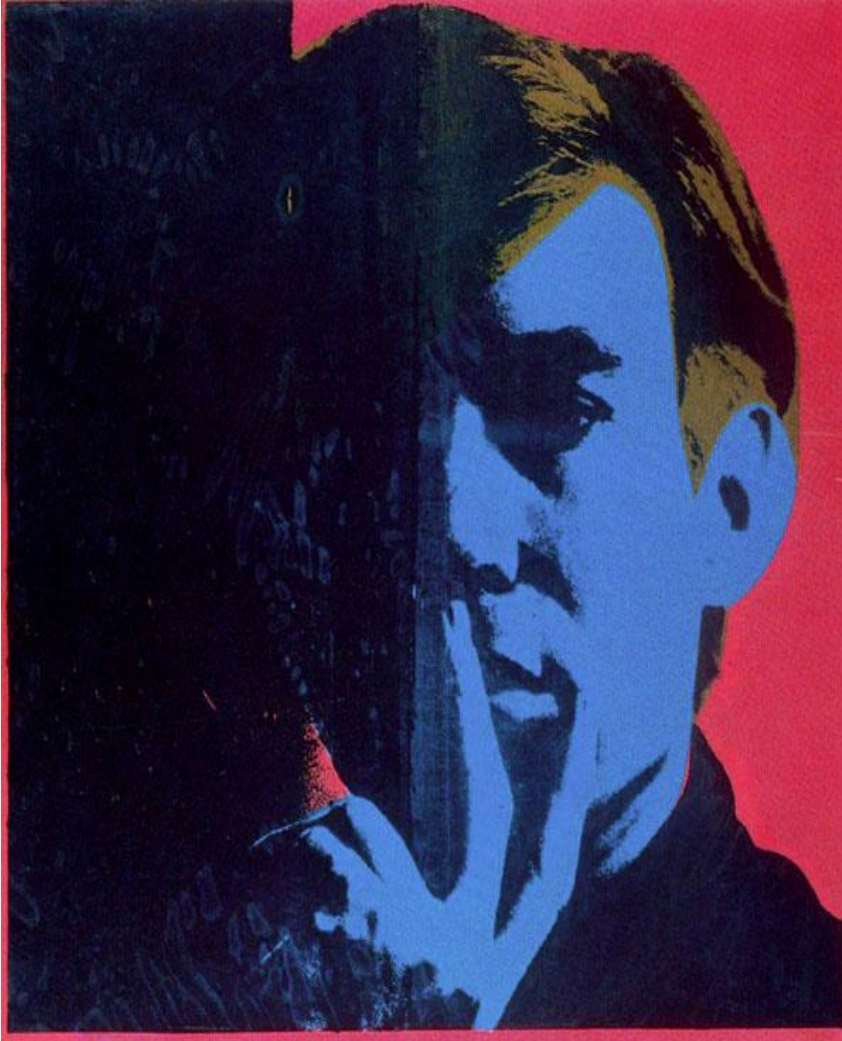


# Techniques

- 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 8<sup>th</sup> 1928
- One of the most influential artists on the 20<sup>th</sup> century
- Famous for
  - Avant-guard pop art paintings and screen printings





**Campbell's  
Soup Can  
1964**

Andy Warhol  
Silkscreen on  
Canvas



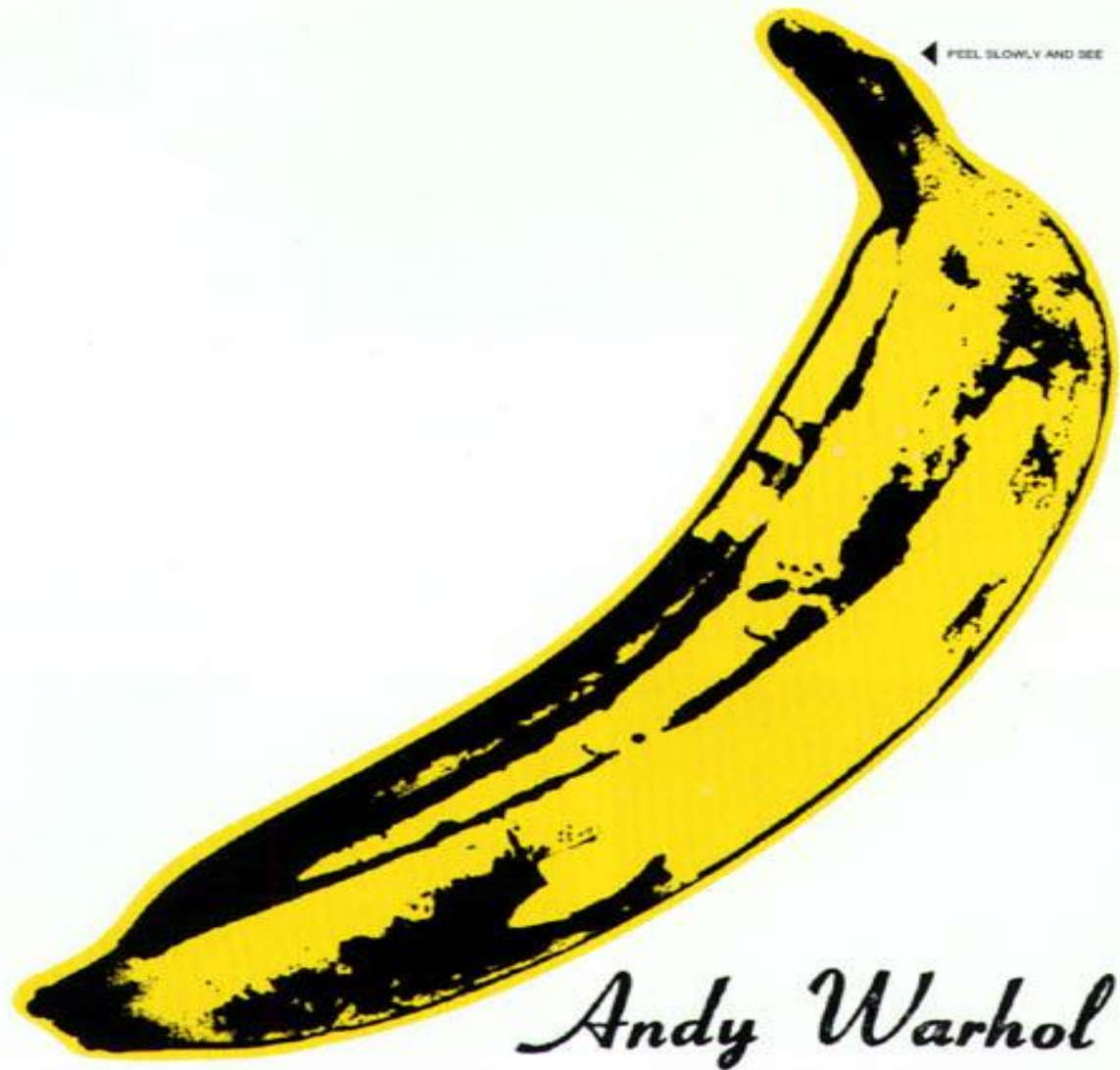
**Marilyn  
Monroe  
1967**

Andy Warhol  
Screenprint on  
white paper

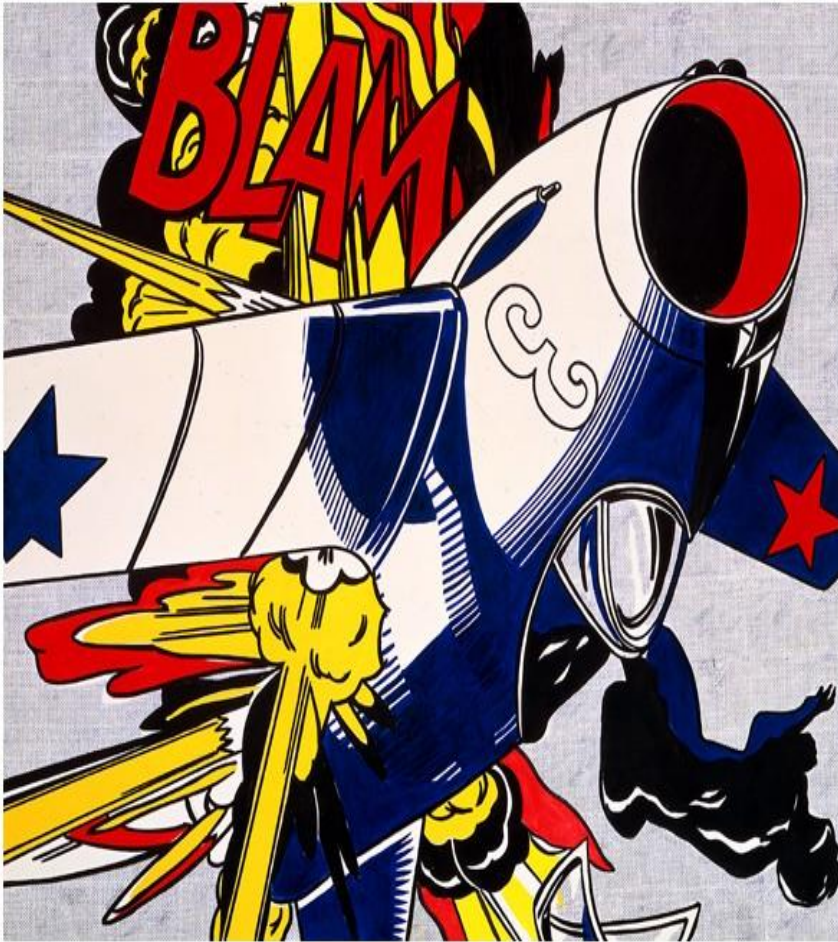


**Peel  
Slowly  
and See**

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



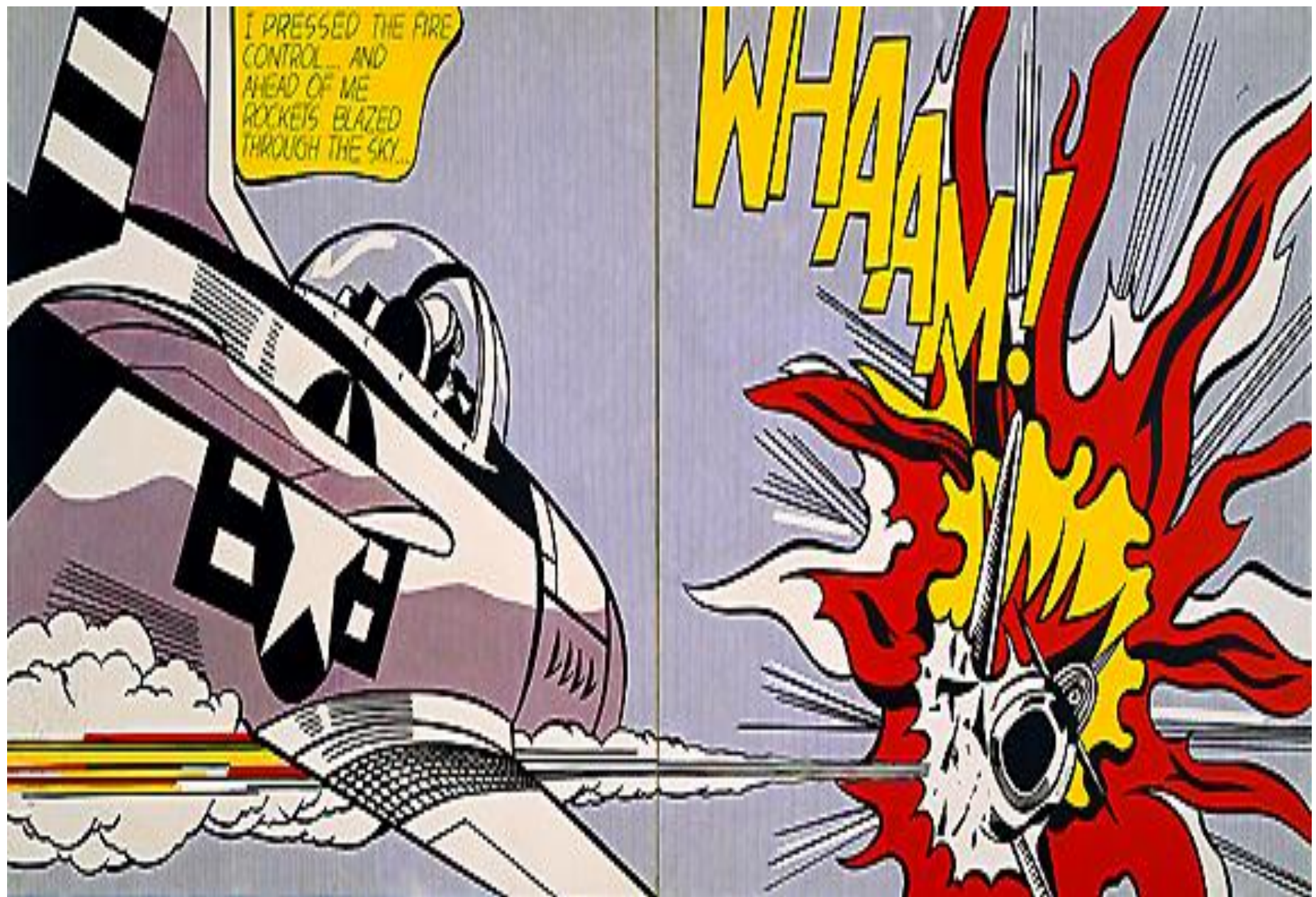


**Ohhh...Alright...**

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

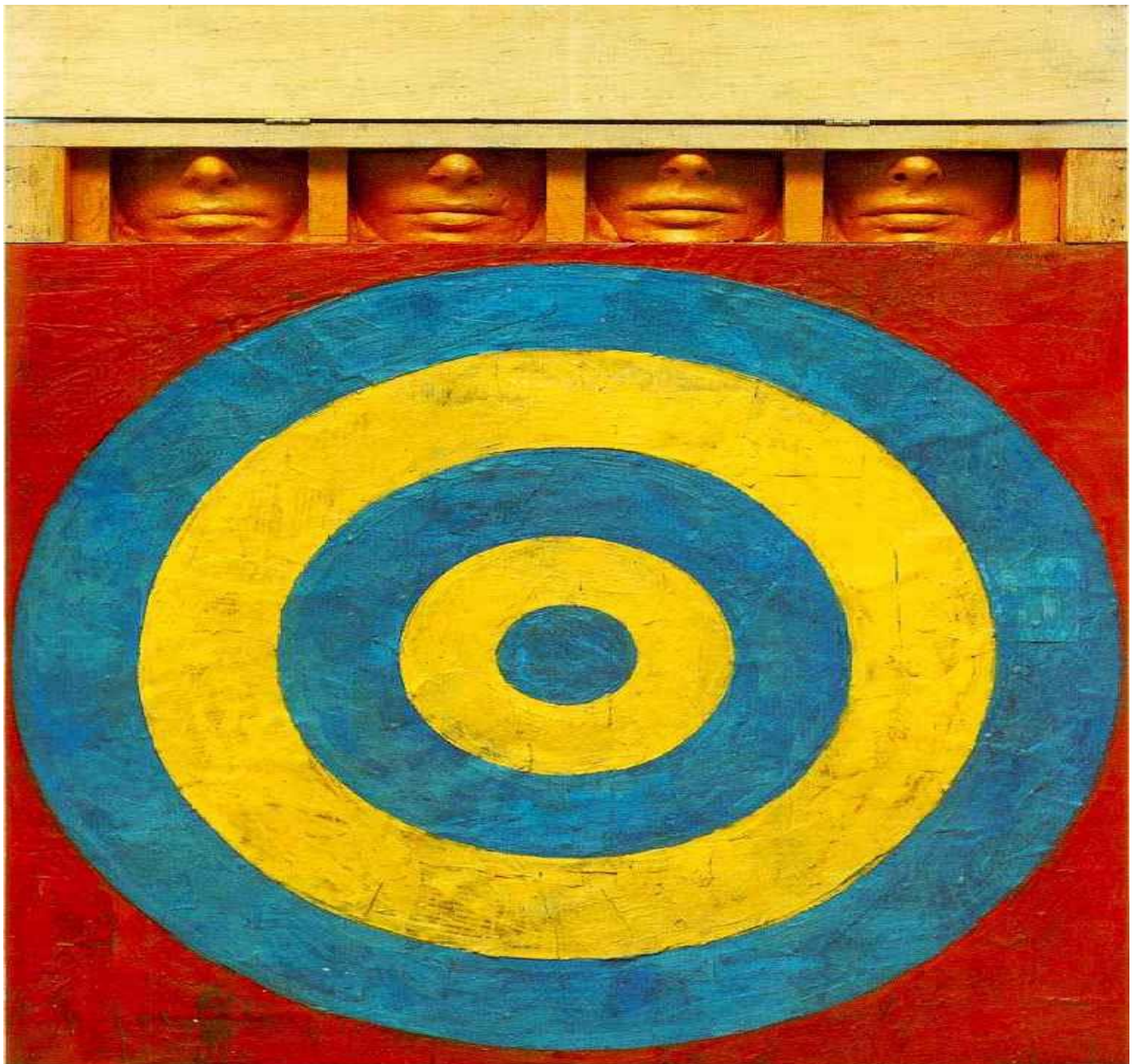
Claes Oldenburg

# 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





the end

