

POP ART



Pop art

The 1960's was a time of change for many reasons. It was an optimistic era, due to post-war prosperity, technological progress and invention. Rigid social conventions had begun to break down. The beginning of consumerism, popular culture, mass production and advertising started to affect everyone, especially the youth.

Pop Art refers to the works of art which make use of images from popular culture, such as food labels and other mass-produced items.

It was most prominent in America but soon spread to Britain. In celebrating everyday objects such as soup cans, washing powder, comic strips and soda pop bottles the movement turned everyday objects into icons. Many examples of pop art are oversized versions of these everyday objects.

Andy Warhol



American artist Andy Warhol is most famous for his paintings of familiar, everyday objects, such as soup cans, dollar bills and brillo pads. His early works were handpainted but he decided to use silk-screening for the majority of his works.



< Diamonds to dust.

Flowers 1970 >



‘Icons’



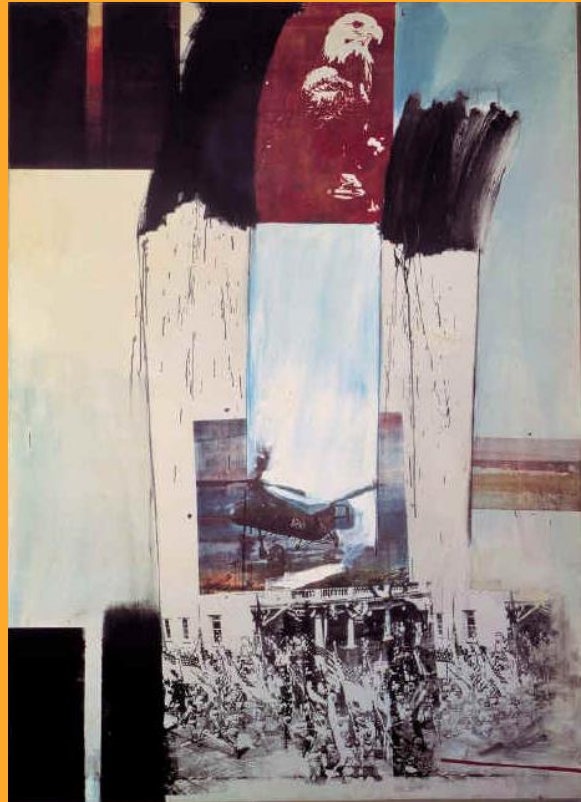
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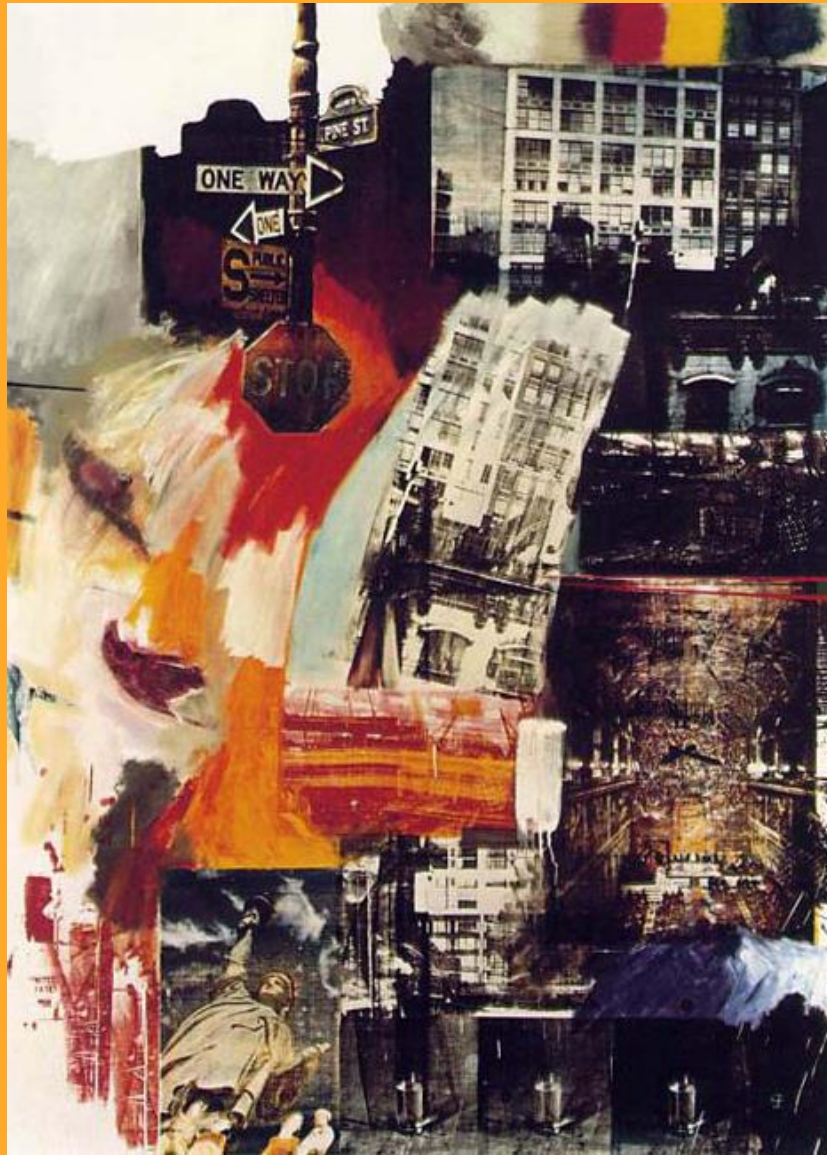


Warhol extended his references to popular culture by portraying celebrities. He painted Marilyn Monroe, Marlon Brando, Elvis Presley, James Dean. Many ‘Pop artists’ included celebrities or Icons from popular culture in their art works.

Robert Rauschenberg



Robert Rauschenberg worked in an enormous range of styles. In the mid 1950's he developed a collage and montage technique called 'combine painting' using real objects such as photographs and found objects (rubber tires, clothing, cola bottle tops) which he stuck to the paintings surface. Some paintings were very controversial and unusual in colour and surface treatment.



Claes Oldenburg

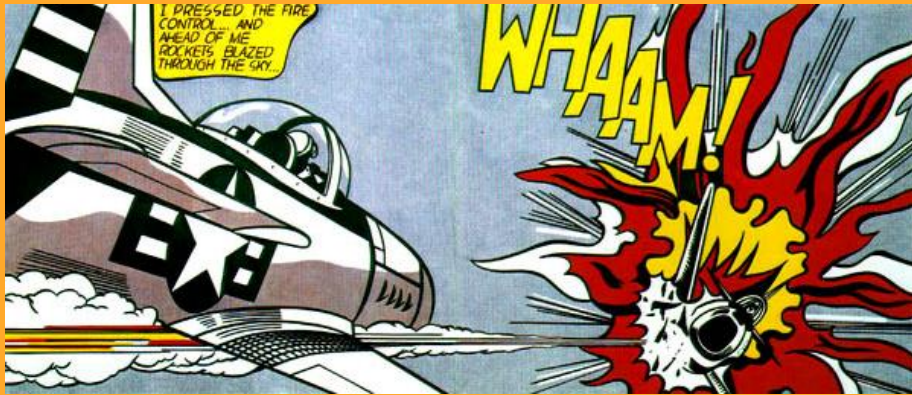
Fast food was becoming very popular in the 1960's, particularly in America. Claes Oldenburg would use this as a starting point and make giant sculptures of food . The ice cream is made from plaster!



Ice cream being tasted, 1964



'Floor Burger' 1962, sail cloth and foam rubber

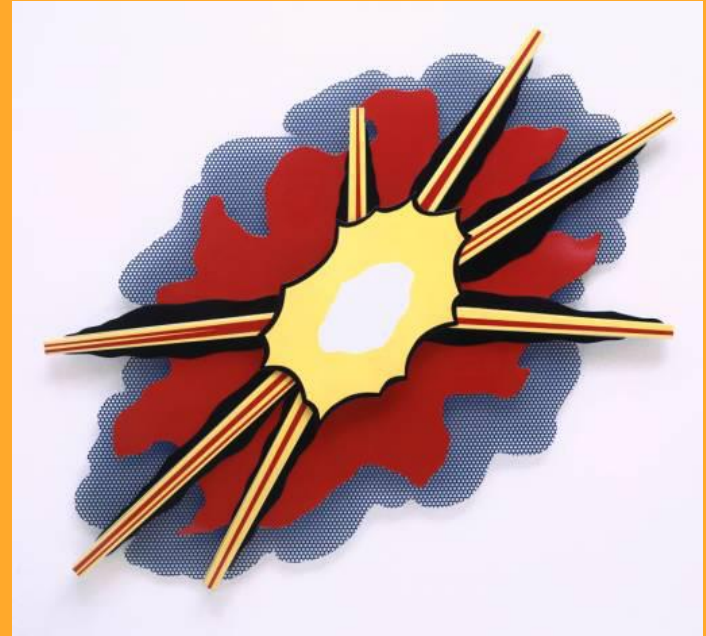


Roy Lichtenstein.



Roy Lichtenstein was inspired by the commercial world of art. His paintings and art works had a 'graphic style' to them.

His images are painted in the style of comic strips. He uses ben-day dots and the primary colours to get the same screen printing effect that is used in the production of comic strips.



In the 1970's Roy Lichtenstein moved onto sculpture. He produced his paintings on ceramic objects such as bowls and cups. He produced wall sculptures such as the one above called 'wham'.

James Rosenquist



J. Rosenquist, "Vestigial Appendage", 1962 (ex-Coll, Panza)



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