

Pop Art

Art & Design

Mass culture taken as subject matter, and what it was arguing against.

British and then American work from the mid 1950s using advertising, comics and packaging as source material, against Abstract Expressionist seriousness and the unique gesture.

FROM

1952 UK, 1960 US

METHOD

appropriation

- Britain first: the Independent Group, London, from 1952.
- Hamilton's collage of 1956 predates American Pop.
- Against: gestural sincerity and high-art subjects.
- Warhol used screen printing to remove the hand.
- Lichtenstein enlarged the Ben Day printing dot.
- Ambivalent: neither straight celebration nor critique.

LOOK FOR IT

Warhol's Campbell's Soup Cans, 1962: thirty-two canvases, one for each variety sold.

Pop is the point at which the techniques of advertising and the techniques of painting stop being separable.