

POP ART

Dates of movement: mid 1950's to early 1970's

Definition:

A visual arts movement that was critical or iconic to modern popular culture and mostly showed a sense of optimism based on romance and humor. It took place during post war consumer boom and was influenced by mass-media, mass-production and mass-culture.

Subject matter: The art was focused on people and ordinary things that were iconic or popular (pop-culture). Examples are: western movies, science fiction, comic books, billboards, automobile design, advertisements (products), ordinary (iconic) items and rock n' roll music.

Style and characteristics:

Iconic or popular items of that time were made into something fun and different, commercial in character. The art was made with flat, bold, simple, sharp lines, crisp blocks of bright colors and paintwork, sometimes looking like comic books.

Prompted by:

Post World War II; the art celebrated the consumer boom "shopping". It's commercial character helped people feel enthusiastic about the rich world the pop culture seemed to promise for the future. Artists wanted to express their optimism in a youthful visual language.

Coined the term "Pop Art"?

Lawrence Alloway (British curator & art critic) in 1955

Most recognized pop artist? Andy Warhol, New York artist

Popular Pop Artists

Andy Warhol: 1928-1987, American

Famous for Campbell's soup can renditions; multicolored celebrity paintings

Roy Lichtenstein: 1923-1997, American

Known for comic book style; using thought bubbles, dots and lines.

Claes Oldenburg: 1929-Living, Swedish-American

Known for giant outdoor sculpture of ordinary, everyday things