

# The History of POP art.

Georgia



# The art movement before POP art:

Before the POP art movement, abstract expressionism was mostly dominant in the creative world.

Abstract expressionism is the term applied to new forms of abstract art developed by American painters in the 1940s and 1950s. It is often described by gestured brush-strokes or mark-making, and the impression of spontaneity as seen as the paintings shown.

Within abstract expressionism, there are two types of groupings:

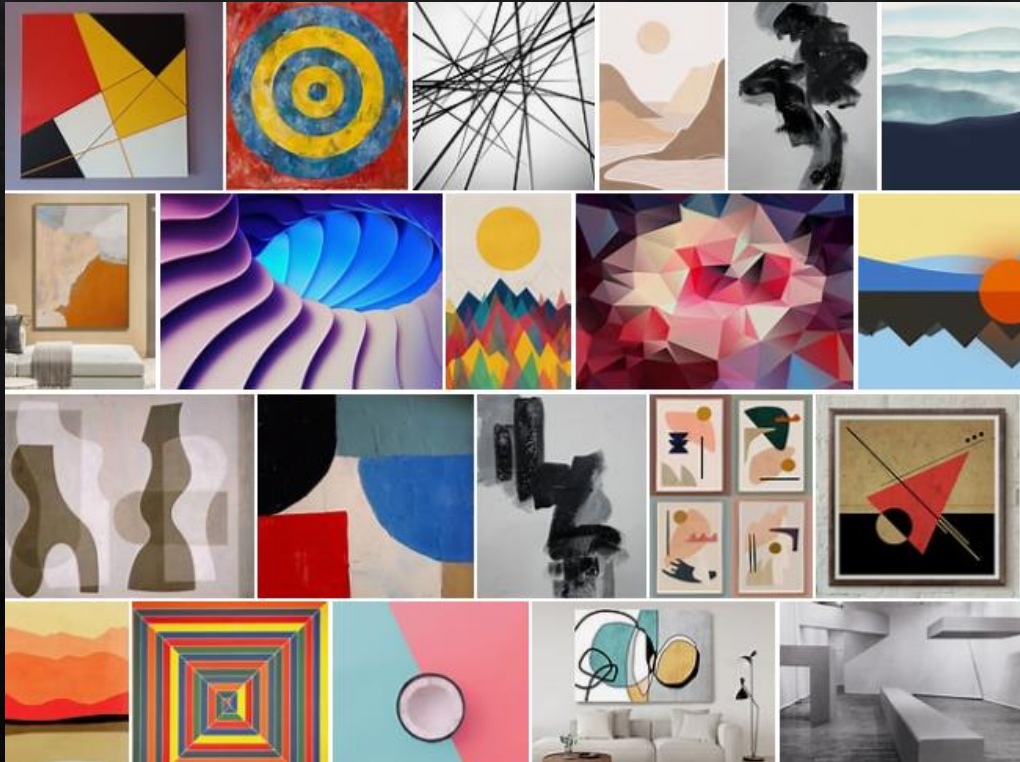
- 1) The action painters were led by Jackson Pollock and Willem de Kooning, who worked in a spontaneous improvisatory manner often using large brushes to make sweeping gestural marks.

- 2) The second grouping included, Mark Rothko, Barnett Newman and Clyfford Still. They were deeply interested in religion and myth and created simple compositions with large areas of colour intended to produce a contemplative or meditational response in the viewer.



Jackson Pollock  
*Yellow Islands* (1952)  
Tate  
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# Beyond POP art.



## Minimalism movement:

- ❖ In visual arts, music and other media; **minimalism** was an art movement that began in post-World War II in Western art, and it is most strongly associated with American visual arts in the 1960s and early 1970s.
- ❖ Prominent artists associated with minimalism include Donald Judd, Agnes Martin, Dan Flavin, and Frank Stella. The movement is often interpreted as a reaction against abstract expressionism and modernism; it anticipated contemporary post minimal art practices, which extend or reflect on minimalism's original objectives.

# The era of POP art.



# POP Culture movement.

POP art is an art movement that emerged in the 1950s and flourished in the 1960s in America and Britain, drawing inspiration from sources in popular and commercial culture. Different cultures and countries contributed to the movement during the 1960s and 70s. It began as a revolt against the dominant approaches to art and culture and traditional views on what art should be. Young artists felt that what they were taught at art school and what they saw in museums did not have anything to do with their lives or the things they saw around them every day. Instead, they turned to sources such as Hollywood movies, advertising, product packaging, pop music and comic books for their imagery.

Although American artists are widely known for their contributions to the POP Art movement, British artist Richard Hamilton was paving the way for the UK POP Art culture recognitions.

- ♦ *For Hamilton, POP art was not just a movement, but a way of life. It meant total immersion in popular culture: movies, television, magazines and music. As his alignment with the Rolling Stones and the Beatles (for whom he designed The White Album cover as a limited-edition print) demonstrates, he succeeded in bridging this gap between high art and consumer culture, paving the way for Andy Warhol, Studio 54, and the Velvet Underground. (Richard Hamilton Paintings, Bio, Ideas | TheArtStory)*



Roy Lichtenstein  
*Whaam!* (1963)  
Tate  
© Estate of Roy Lichtenstein

# The Artist Andy Warhol

Andy Warhol is considered to be one of the most important artists of the 20th century. As a leading figure in the POP culture movement, he is best described as a visual artist and film producer. He was a very talented individual. His work explores the relationship between artistic expression, advertising and celebrity culture.

He committed his whole life to the arts building his repertoire of different artistic skills and pushing the boundaries in the art world.

Warhol has been described as the bellweather of the art market with some of his paintings being valued over 150 million pounds. This include the infamous Marilyn Monroe painting which I detail on the next slide.

Many of Warhols creations included well-known brands such as Kelloggs, Campbell's soup and Heinz Tomato ketchup. These paintings are very well known today and are used as inspiration for new art designs.



# Marilyn Monroe

Andy Warhol's most famous painting was of Marilyn Diptych in 1962. This was a silkscreen painting depicting the great movie star Marylin Monroe. This style of painting was Andy Warhol's most renowned defining style. It was fast and easy to make small changes to the same image. Warhol loved the i



The Shot Sage Blue Marilyn painting produced by Andy Warhol, was auctioned for over £158 million pounds which made it the most expensive piece of 20th century art to be sold.





## Research at Tate gallery.

Over the half term I visited London to explore the history of art further. It was an immersive experience and could see how art has changed and developed over the years. It was such an enjoyable day and helped with my research.





Modern day POP art.

Today, POP art is actively present in our everyday lives. It is a household name and way of life for adults and children today. It has enabled people to embrace the idea of thinking outside the box and where creativity is celebrated.



# Designs and ideas:





# My final design

I was drawn to the commercial branding designs of POp art and started to reflect on what popular brands we see today.



Defined as a sports hydration drink, Prime is a true example of how powerful social media is in today's society. This drink was created by two famous YouTubers, and that in itself, was the reason for the huge success the drink has. This popular brand will create my Andy Warhol inspired art piece.

My POP art aspired  
piece.

