



Research Topic: Pop Art

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Introduction

- Britain and United States 1950s–1960s
- Challenged traditions of fine art by including imagery from popular and mass culture, such as advertising, comic books and mundane cultural objects
- Irony
- Extension of Dada movement
- Collage, print
- Minimal, geometric



Typography

- Company typefaces
- Sans serif, bold, thick
- Comic-like



Alejandra mixed Fette Unz Fraktur, IFC Los Banditos, and DIN Next LT Pro to obtain the hybrid typeface Pop Art Type to celebrate Andy Warhol (2014).



During her studies at FADU in Buenos Aires, Flor Jochimsen combined Helvetica Bold and Light into an experimental hybrid typeface (2015).

Period Examples

- In fashion and pop art itself some trends that were prevalent were bold color combinations and vibrant patterns



- Overall, Abstract Expressionism ideas were dominating the contemporary art scene
- In products, mass-production or mass-culture emerged
- In music, pop music and youth culture emerged with Elvis and the Beatles



Attitudes

- The Cold War and its associated conflicts helped create a politically conservative climate in the country
- Pop artists seemingly embraced the post-WWII manufacturing and media boom
- Pop imagery, so often used in mass culture to objectify and belittle women, offered feminists a marvellous opportunity to turn misogyny's weaponry back on itself
- LGBTQ, African Americans, etc. were still not accepted during this period



Vacuuming Pop Art, Martha Rosler

Rosler responds to Tom Wesselmann, a US Pop artist with a penchant for busty cartoon nudes, by depicting the heroine as a demure 1950s gal hoovering a corridor hung with one of Wesselmann's paintings.



It reflected more upon the gap between the glamour and affluence present in American popular culture and the economic and political hardship of British reality. Paolozzi implemented the use of collage to recreate the barrage of mass media images experienced in everyday life.



Hamilton designed the collage as a parody of American advertising in the exploding, post-war consumer culture of the '50s. The title was supplied by the first line of copy in an ad that appeared on the inside cover of an American magazine called the Ladies' Home Journal in 1955.



These cans are displayed in a way that is similar to the shelves on a grocery store, too – a symbol of American abundance and our expectations as consumers that each can of soup will taste the same because of its brand.

“Pop Art looks out into the world. It doesn't look like a painting of something, it looks like the thing itself.” – Roy Lichtenstein

Bibliography

- Drowning Girl (1963), Roy Lichtenstein
- I Was a Rich Man's Plaything (1947), Eduardo Paolozzi
- Campbell's Soup Cans (1962), Andy Warhol
- Standard Station (1966), Ed Ruscha
- Marilyn Diptych (1962), Andy Warhol
- Just What Is It That Makes Today's Homes So Different, So Appealing? (1956), Richard Hamilton
- The Beatles, Sgt. Pepper's Lonely Hearts Club Band (1967), Peter Blake, Jann Haworth
- Woman With Vacuum, or Vacuuming Pop Art (1966–72), Martha Rosler