

Week 8: SIXTIES ABSTRACTION/FIGURATION – AN INDUSTRIAL AESTHETIC
Lecture 15 – Warhol's 'Factory,' Pop Art, and another kind of Industrial Aesthetic

key decade: *1960s*
terms: Pop Art

I. Pop and Non-Pop

A) Pop and Minimalism – *similarities*

- 1) hard-edged, graphic, “iconic”
- 2) the trope of industrial production, “performative”

B) Pop and Minimalism – *differences*

- 1) education of practitioners (Pop commercial art education, Minimalists art hist/ philosophy/ theoretical)
- 2) consuming audience (Pop self-made businessmen, Minimal lawyers, technocrats)
- 3) abstraction (Minimalism) / figuration (Pop)
- 4) Minimal activates the site, Pop activates the consuming audience

II. Case Study: Andrew Warhola b. 1928 (?) —> Andy Warhol 1960, shot 1968, d. 1987.

III. Other Pop Artists

- A) Roy Lichtenstein, 1923-1997
- B) James Rosenquist, b. 1933
- C) Claes Oldenburg, b. 1929
- D) George Segal, 1924-2000
- E) Marisol (Escobar), b. 1930 in Venezuela
- F) used for comparison: Robert Indiana (born Robert Clark in Indiana, 1928)

SELECTED IMAGES

Indiana, Love 1965-66
Lichtenstein, Popeye 1961
Warhol, Popeye 1960
Warhol, Before & After 1960
Warhol, 200 Campbell's Soup Cans, 1962
Warhol, Marilyn Diptych 1962
Warhol, Brillo Boxes 1964 (also Campbell's, del Monte, etc.)
Rosenquist, Marilyn Monroe 1 1962
Rosenquist, I Love you with my Ford, 1961
Rosenquist, F-111 1965
Lichtenstein, Takka-Takka 1962
Lichtenstein, Little Big Painting 1965
Segal, Cinema 1963
Marisol, Women and Dog 1964
Oldenburg, Floor Burger 1962
Oldenburg, Bedroom Ensemble, 1963
Oldenburg, Soft Light Switches, 1966
Oldenburg, Lipstick (Ascending), 1969

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