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 Warhol

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 I* 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