



**P
O
P**

Pop art

(shortened from "popular art")

Background

- Started in Britain in the 1950s - spread to America in the 1960s.
- Reaction against abstract expressionist style - overly intellectual, subjective, and divorced from reality.
- Pop artists wanted to bring art back to the people and to make it more meaningful to everyday people.

Characteristics

- Representational art
- Images taken from mass culture (advertising billboards, movies, comic strips, and ordinary, everyday objects)
- Materials of modern technology (plastic, urethane foam, and acrylic paint)



Andy Warhol

(1930 – 1987)

- American artist
- highly impersonal approach
- mass-production technique of screen printing
- images of everyday objects, celebrities
- witty, sometimes scathing, comments on society

Andy Warhol



A Boy for Meg, 1960



Marilyn Monroe (screenprint) 1962



Marilyn (screenprint) 1964



Liz Taylor (lithograph) 1964



Jackie (screenprint) 1964



Campbell's Soup Can, 1964



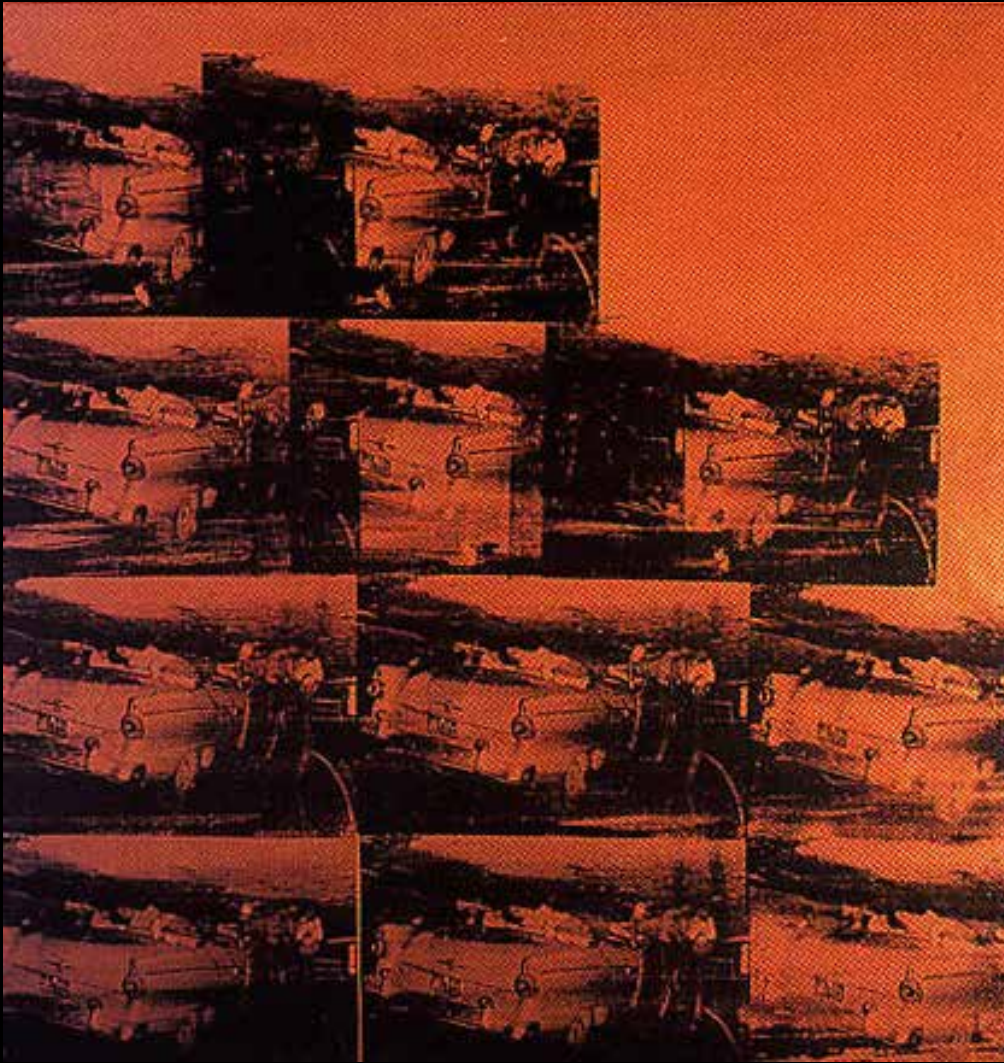
Campbell's Soup 1, 1968



Campbell's Tomato Juice (screenprint on wood) 1964



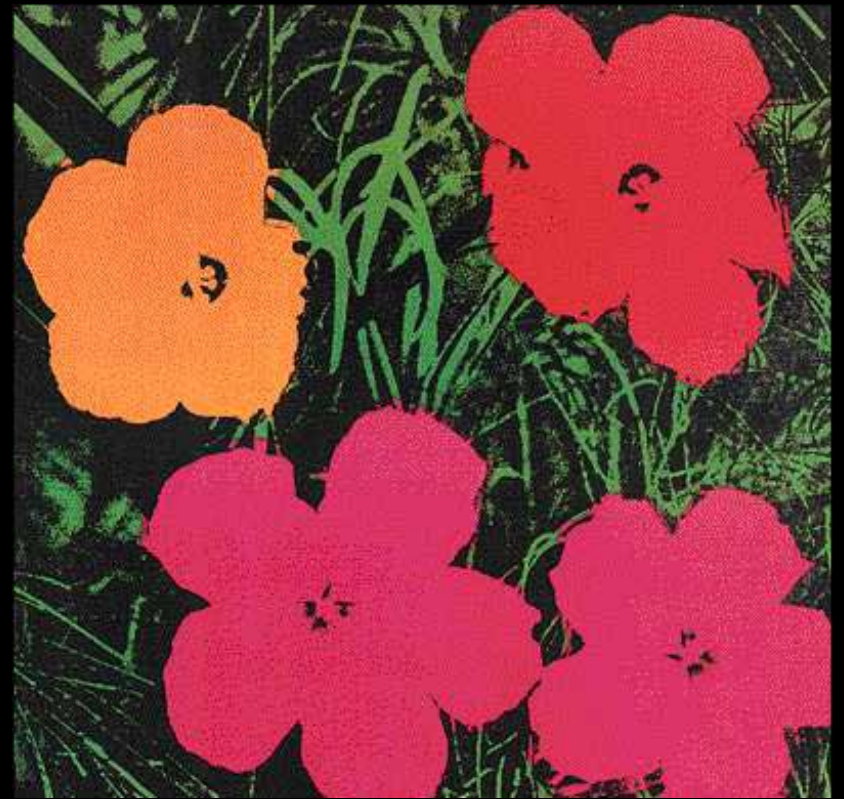
Suicide (screenprint) 1963



Five Deaths Eleven Times in Orange (screenprint) 1964



Electric Chair I (screenprint) 1971



Flowers series (screenprint) 1974



American Indian Series (screenprint) 1976

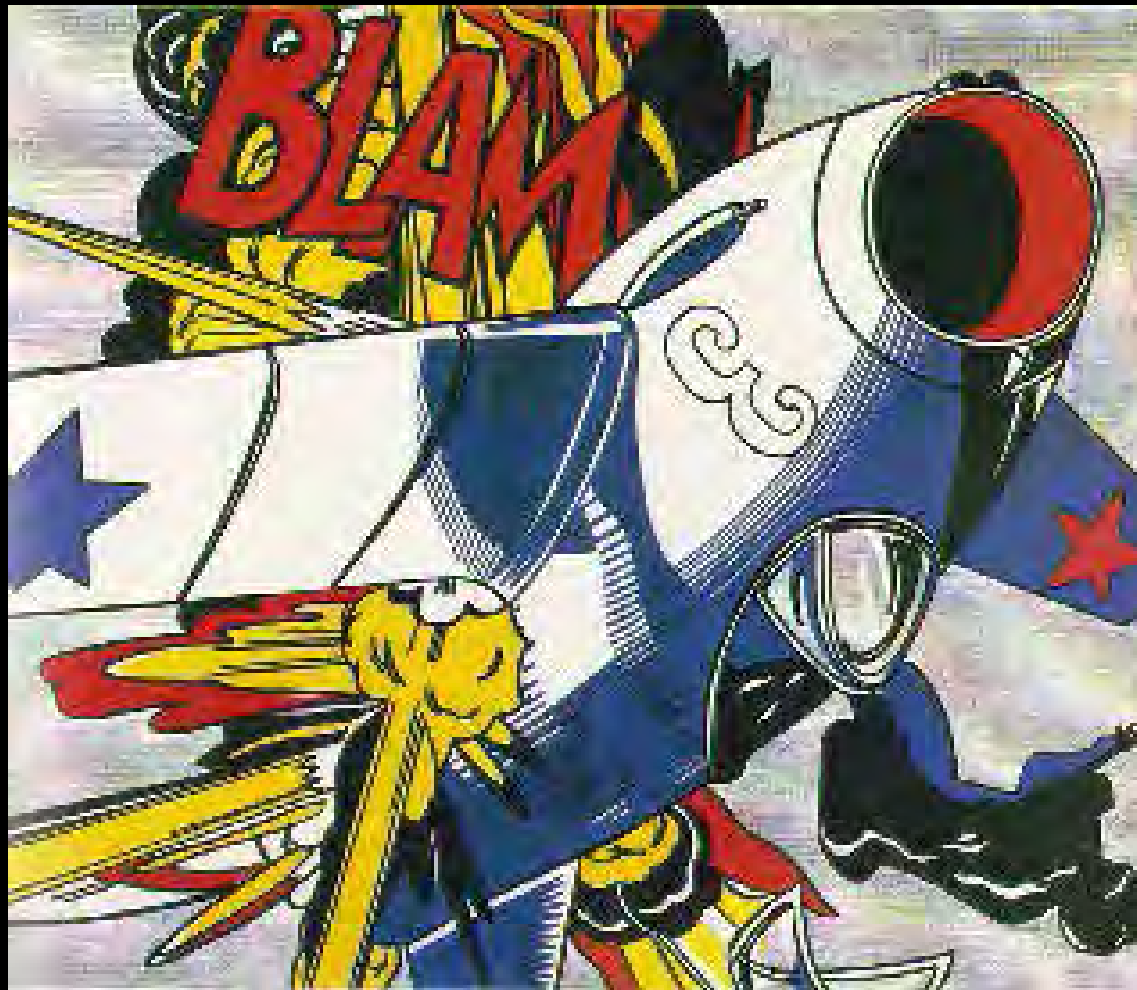


**Roy
Lichtenstein**

(1923 - 1997)

- American artist
- trademark comic-book style
- blow-up images
- imitated newspaper printing style
- technique of benday dots
- bright primary colours

Roy Lichtenstein



Blam 1962

THE EXHAUSTED SOLDIERS, SLEEP-
LESS FOR FIVE AND SIX DAYS AT A
TIME, ALWAYS HUNGRY FOR DECENT
CHOW, SUFFERING FROM THE TROPICAL
FUNGUS INFECTIONS, KEPT FIGHTING./



Takka Takka 1962



In the Car 1963



Drowning Girl 1963



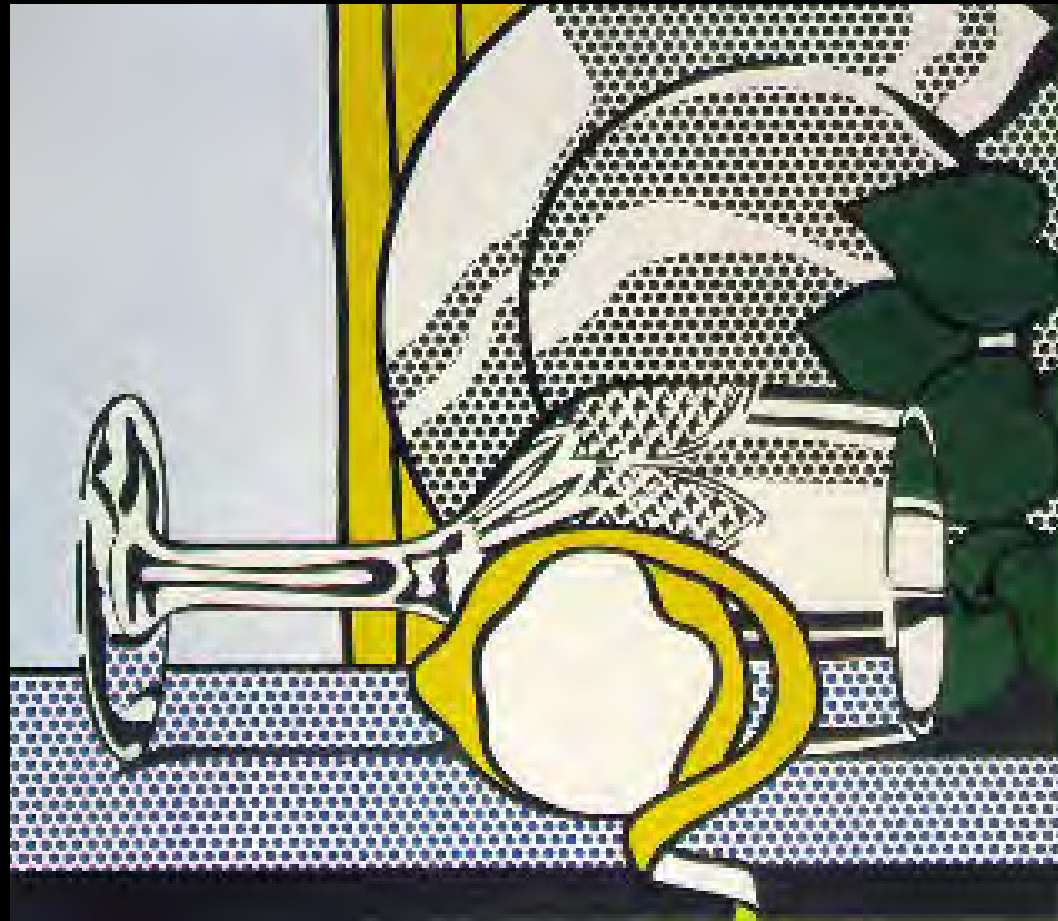
Reverie (screenprint) 1965



Sweet Dreams Baby! (screenprint) 1965



Still Life with Goldfish Bowl & Painting of a Golf Ball
1972



Still Life with Glass and Peeled Lemon 1972



Still Life with Crystal Bowl 1973

Pop Art

Review

- Representational art
- Images taken from mass culture
- Materials of modern technology

Pop Art

Furniture

- New artificial materials
- Playful, often ironic or provocative design that parodied the consumer society.
- New ideas derived from space travel and science fiction
- Socially critical furniture was degraded to the roll of a merely fashionable accessory.



Eero Arnio

Eero Arnio

(1932 -)

Eero Arnio – pop designer



- Finnish designer
- fun objects for youth market
- synthetic materials
- vivid colours
- single forms, no joints

Eero Arnio



Mushroom 1954-60/1999

Eero Arnio



Ball Chair 1962

Eero Arnio



Ball Chair 1962

Eero Arnio



Pastil Chair 1967

Eero Arnio



Pastil Chair 1967

Eero Arnio



Bubble Chair 1968

Eero Arnio



Bubble Chair 1968

Eero Arnio



Tomato Chair 1971

Eero Arnio



Tomato Chair 1971

Eero Arnio



Copacabana 1991

Eero Arnio



Formula Chair 1998

Eero Arnio



Screw Tables 1991

Eero Arnio - Review

- fun objects for youth market
- synthetic materials
- vivid colours
- single forms, no joints

Italian Pop Furniture

In Italy, the late 1960's saw a protest against established design. An anti-design movement arose in opposition to the reigning consumer and object-orientated fetishism.

The few concrete commodities that emerged from this protest position took an ironic or provocative stance.

This critical standpoint moved increasingly to cultural pessimism, which taken to its extreme required the rejection of all commodities.

C. Scolari, D. D'Urbino, P. Lamazzi and G. de Pas



The quintessence of youthfulness and flexibility, the inflatable “Blow” chair designed in 1967.

Blow Chair 1967

Piero Gatti, Franco Teodoro and Cesare Paolini



The antiauthoritarian chair, which was supposed to conform to the body's contours, proved to be uncomfortable but inspired the 70's bean bag trend.

Sacco Chair 1968-69

Guido Drocco and Franco Mello



The reversion to forms found in comic books parodied society.

Cactus Clothing Stand 1971

Other Pop Furniture

- Specific pop-cultural reference
- Bright primary colours
- Basic geometries
- Oversized scale

Verner Panton



Unlike other Danish designers, Panton took a bold, contemporary approach, producing highly innovative designs that embraced cutting-edge technologies and new materials. This is the first single-form, materially unified chair in plastic. The Pantone chair has become a classic of mid-century modernism, being light, strong, comfortable, easy to store, affordable and suitable for mass-production.

Pantone Chair 1960

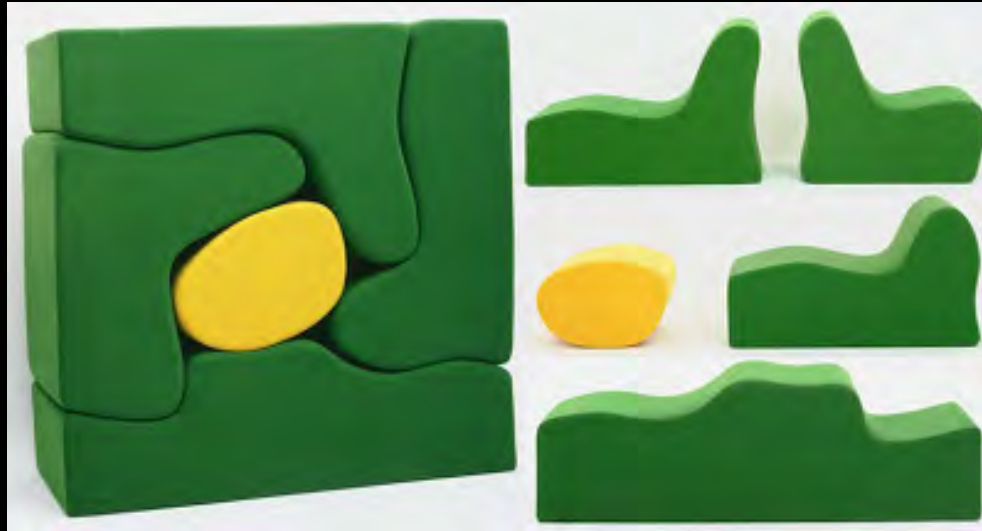
Studio 65



What makes the Marilyn sofa so special is that it looks too cartoonish as furniture, and too realistic to be just a mock-up blob of lips; moreover, it functions perfectly as any other sofas do. The form dramatically differs from each angle, looking like a plain normal sofa from the side. The sofa is only produced in red—the most iconic colour of Pop art, and of course, the lips.

Marilyn Sofa 1972

Roberto Sebastian



The chairs' light weight and free forms let the user arrange them however they want, and create a personalized space. These ideas fit into the basic concept of Pop art, which highlights itself as well as its surroundings through novelty and faddishness.

Malitte Lounge Furniture 1965

The End

Thank You