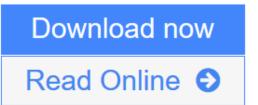


# Pop Art

Klaus Honnef



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Whaam!

When the kitschy, banal, and mass-market became art

Peaking in the 1960s, **Pop Art** began as a revolt against mainstream approaches to art and culture and evolved into a wholesale interrogation of modern society, consumer culture, the role of the artist, and of **what constituted an artwork**.

Focusing in on issues of materialism, celebrity, and media, Pop Art drew on mass-market sources, from advertising imagery to comic books, from Hollywood's most famous faces to the packaging of consumer products, the latter epitomized by Andy Warhol's Campbell's soup cans. As well as challenging the establishment with the elevation of such popular, banal, and kitschy images, Pop Art also deployed methods of mass-production, reducing the role of the singular artist with mechanized techniques such as screen printing.

With featured artists including Andy Warhol, Allan Jones, Ed Ruscha, Robert Indiana, Jasper Johns, Robert Rauschenberg, and Roy Lichtenstein, this book introduces the full reach and influence of a defining modernist movement.

#### **About the Series:**

Each book in TASCHEN's Basic Genre series features:

- approximately 100 colour illustrations with explanatory captions
- a detailed illustrated introduction plus a timeline of the most important political, cultural, and social events that took place during that period
- a selection of the most important works of the epoch, each presented on a 2-page spread with a full-page image and accompanying interpretation, as well as a portrait and brief biography of the artist



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