

Warhol

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A critical observer of American society: Campbell and Brillo

Andy Warhol is recognized today as the most important exponent of the Pop Art movement. He overturned the traditional understanding of art and placed in its stead a concept that retracts the individuality of the artist.

Warhol was a critical observer of American society, exposing his compatriots' consumerism in his paintings ('Campbell-' and 'Brillo' series), as well as their fascination for sensational journalism. In 1963 Warhol founded his 'Factory' in New York, literally a manufactory of ideas and work, which influenced film in the 1960s, published the influential magazine Interview in the late 1970s, and also produced Warhol's own artwork: Warhol conceived the idea, and a 'worker' in his factory carried it out.

The work remained (consciously) unsigned - a fact which nevertheless did nothing to diminish Warhol's reputation. He once complained that rich New Yorkers would willingly hang his "Electric Chain" in their living rooms - as long as its colours co-ordinated with the wallpaper and draperies.

About the Series:

Each book in TASCHEN's Basic Art series features:

- a detailed chronological summary of the life and oeuvre of the artist, covering his or her cultural and historical importance
- a concise biography
- approximately 100 illustrations with explanatory captions



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