SYDNEY INTERNATIONAL ART SERIES

ART GALLERY OF NEW SOUTH WALES 1 NOVEMBER 2014 – 1 MARCH 2015

POP TO POPISM

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Pop art is:

Popular ...
Transient ...
Expendable ...
Low cost
Mass produced
Young ...
Witty
Sexy
Gimmicky
Glamorous
Big business

This is just a beginning.

Richard Hamilton
1957
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**POP TO POPISM IS:**

a major event in Australia’s art calendar this summer and exclusive to Sydney. Featuring 200 works by over 70 of pop’s greatest artists, borrowed from around the world, it is one of the most ambitious exhibitions curated by the Art Gallery of New South Wales. *Pop to popism* is part of Sydney International Art Series which brings the world’s most outstanding exhibitions to Australia.

Spanning three decades from the mid 1950s to the 1980s, *Pop to popism* traces the origins of pop art, its heady high period, and its enduring legacy both in Australia and abroad. For the first time, Australian pop artists are presented alongside their international peers from America, Britain and Europe, bringing critical attention to the development and reception of Australian art within the broader pop art narrative.


Works have been borrowed from 35 major international institutions and private collections including: Tate • Victoria and Albert Museum • Centre Pompidou • National Gallery of Art, Washington • Museum of Modern Art, New York • Andy Warhol Museum • Robert Rauschenberg Foundation • Menil Collection • National Gallery of Australia • Auckland Art Gallery • JW Power Collection.

**THIS IS THE MOST COMPREHENSIVE SURVEY OF POP ART TO BE SEEN IN AUSTRALIA AND REFLECTS THE DECISIVE ROLE PLAYED BY POP IN THE DEVELOPMENT OF CONTEMPORARY ART.**

Michael Brand
Director, Art Gallery of NSW
‘It would be very glamorous to be reincarnated as a great big ring on Liz Taylor’s finger.’

Andy Warhol

‘This exhibition grew from a desire to see Australian artists exhibited in a survey of international pop.’

Wayne Tunnicliffe, curator

Pop to popism

POP ART IS:

art that brought the subjects, techniques and styles of popular and consumer culture into the realm of ‘high’ art. Initially made in Britain and America, in the 1960s pop art became an international phenomenon and remains one of the most recognisable styles in art today.

Richard Hamilton
Andy Warhol
Roy Lichtenstein
Claes Oldenburg
David Hockney
Brett Whiteley
Martin Sharp

POP IS:

art produced in the late 1970s and 1980s by a generation of younger artists who re-worked pop art’s trademark tactics to reflect their rapidly evolving, media-saturated world. Popism is the title of Andy Warhol’s 1980 memoir of the 1960s and of the influential exhibition curated by Australian art historian and critic Paul Taylor at the National Gallery of Victoria in 1982.

Cindy Sherman
Richard Prince
Jeff Koons
Keith Haring
Juan Davila
Howard Arkley
Jenny Watson
Maria Kazic

‘Two and a half decades after the event, pop art has re-emerged as the most influential movement in the contemporary art world.’

Paul Taylor, 1989

‘I think artists are always investigating how to have an economic, political platform.’

Jeff Koons

‘If everyone demanded peace instead of another television set, then there’d be peace.’

John Lennon

POP’S PEOPLE ARE:

the most glamorous and infamous of the world’s celebrities. In the 1960s, fans fainted over Marilyn Monroe, Elvis Presley and the Beatles, and pop artists were quick to capture and comment on the widespread cult of celebrity. Pop artists themselves took on celebrity personas with Warhol famously claiming that everyone could be famous for 15 minutes.

Marilyn Monroe
Elvis Presley
John Wayne
Elizabeth Taylor
Jackie Kennedy
Jimi Hendrix
Bob Dylan
Twiggy
Mickey Mouse
Superman

‘I am for a Kool-art, 7-UP art, Pepsi-art, Sunshine art, 39 cents art …’

Claes Oldenburg, 1961

POP’S POLITICS ARE:

the tumultuous and revolutionary times of the 1960s and 70s. With its loud billboard-like effects, mass-produced techniques and relationship to rock music and subculture, pop art was the perfect symbol for a younger generation that fought for equality and fuelled a ‘cultural revolution’. Many pop artists, like Oldenburg, participated in these protests and, though typically veiled in irony, included sharp political digs in their art.

Vietnam war
civil rights movement
Kennedy’s assassination
the space race
gay liberation movement
Feminist movement
sexual revolution

POP’S PRODUCTS ARE:

the consumer goods of department stores and grocery aisles. With the advent of television, postwar consumerism and the mad men of Madison Avenue, pop artists took as their subject the world around them: mass-produced objects of the everyday. They also borrowed techniques from the trade, quoting from advertising’s saturated colours and slick surfaces, and the processes of mass reproduction. But was this a celebration of consumer culture or a critique of the darker side of desire?

Coca-Cola bottles
electric fans
cars
lipstick
soup cans
Kool-Aid
high-heeled shoes
magazines
living room furniture
vacuum cleaners

POPISM IS:

art produced by Australian artists during the 1960s and early 1970s that drew inspiration from popular and consumer culture at home and abroad. For the first time, Pop to popism examines the breadth and development of Australian pop art alongside the work of pop’s leading international artists, which was known, discussed and exhibited in Australia during the period.

Vivienne Binns
Mike Brown
Richard Larter
Peter Powditch
Gareth Sansom
Martin Sharp
Brett Whiteley

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Claes Oldenburg, 1961
‘What an artist is trying to do for people is bring them closer to something, because of course art is about sharing.’
David Hockney

‘Some movies can be the equivalent of mantras.’
Kenneth Anger, 1976

**POP CINEMA:**
Immerse yourself in the cinematic world of pop artists, pop’s history and pop’s celebrities. The extensive Pop to popism film series features experimental films made by pop artists, films that depict the revolutionary times of the 1960s and 70s and the movies starring pop art’s iconic faces from Marilyn Monroe to Mickey Mouse. Film played a vital role in pop art, both as a source of inspiration and, on occasion, a medium with which to experiment.

A hard day’s night (1964)
The band concert (1969)
Don’t look back (1967)
Alphaville (1965)
2001: A space odyssey (1968)
Malcolm X (1992)
Full metal jacket (1987)
Elvis – That’s the way it is (1970)
Basquiat (1996)
Easy rider (1969)
Pink flamingos (1972)
Rocky horror picture show (1975)

‘My favourite simultaneous action is talking while eating.’
Andy Warhol

**POP IN & EAT:**
Be one of the first to enjoy our new gallery restaurant and café run by renowned chef Matt Moran and his team. If Warhol’s soup cans and Wesselmann’s giant fruits make you hungry, relish with a coffee and a bite to eat in our POPISM pop-up café within the exhibition.

Cafés & restaurant:
Open every day
& dinner Wednesday nights

**POP SHOP:**
Dash into the Pop Shop! Bursting with vibrant and playful fashion, quirky designer homewares and funky toys, the Pop Shop caters for celebrities and superheroes of all ages. Be dazzled by the array of fascinating books, vivid bling, witty gifts and exclusive exhibition merchandise instore, and go-go online to order your picks of pop perfection. And don’t forget to buy your copy of Pop to popism, our richly illustrated book of the exhibition.

artgallery.nsw.gov.au/shop
ROY LICHTENSTEIN
In the car 1963 (and cover detail)
Scottish National Gallery of Modern Art, purchased 1980
© Roy Lichtenstein Foundation, Licensed by Viscopy, Sydney
Photo: Scottish National Gallery of Modern Art

HOWARD ARKLEY
Triple fronted 1987
Art Gallery of New South Wales Mollie and Jim Gowing Bequest Fund 2014
© The Estate of Howard Arkley. Courtesy Kalli Rolfe Contemporary Art
ALAIN JACQUET
Dejeuner sur l'herbe (diptych) 1964
National Gallery of Australia, Canberra, purchased 1983
© Alain Jacquet/ADAGP. Licensed by Viscopy, Sydney

DAVID HOCKNEY
Portrait of an artist 1972
The Lewis Collection
© David Hockney 1972. All rights reserved.
MARIA KOZIC

MASTERPIECES (Warhol) 1986
JW Power Collection, University of Sydney,
managed by Museum of Contemporary Art, purchased 1987
© Courtesy of the artist and Anna Schwartz Gallery
Superheroes to the rescue!

Pop to popism is made possible with the generous support of our exhibition sponsors. From a splash of paint, to spreading the word, to flying us through the skies – these heroes come to our aid in various and valuable forms. The Art Gallery of New South Wales is dedicated to working with each sponsor to create winning partnerships, all in the name of art.