



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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