

Andy Warhol

## As a group answer:

- Is street art or graffiti art?
- What is the purpose of it?
- If they aren't making money, then what is the point?
- Do you think using a stencil is cheating?

# STENCIL

A design cut  
out of paper







# Andy Warhol

Considered to be one of the most important and influential artists of the 20th century



**in the future  
everybody will  
be world famous  
for fifteen minutes.**

# Background

Born Andrew Warhola in 1928

Studied graphic design at the Carnegie Institute of Technology

Moved to New York to begin a career in illustration and advertising

# Advertising

By 1959 he was one of the highest paid commercial artists in the city

- earned nearly \$65,000

Thats about \$525,000 today!

(Worked for Vogue, Harper's Bazaar and the New Yorker)

He did this until 1962 when we wanted to make fine art



## **32 Campbells soup cans**

- First gallery show was an installation of 32 Campbells soup cans
- Each measured 20 x 60 inches.
- The canvases had no trace of expressive gesture or individuality
- All painted by hand



# Why...

Warhol celebrated  
the **sameness** of  
mass culture

**REPETITION**  
**REPETITION**  
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**REPETITION**



# Dick Tracy 1960

- Took images from comics / magazines
- Enlarge using a projector and drew directly to the canvas



# What he wanted

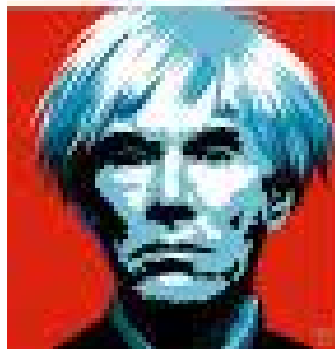
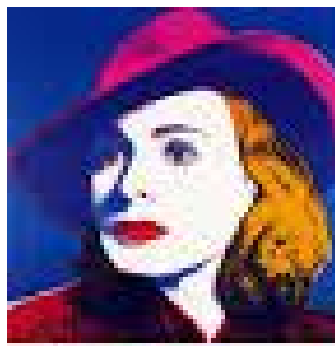
- No sign of the artists hand
- Mechanical
- Mass production
- Wealth and Fame

**FAME** = Meaningless in a world of interchangeable images

# The Discovery of 1962

Transfer a picture  
photographically  
onto a **silkscreen**

- Repetition
- Mass production
- Mechanical



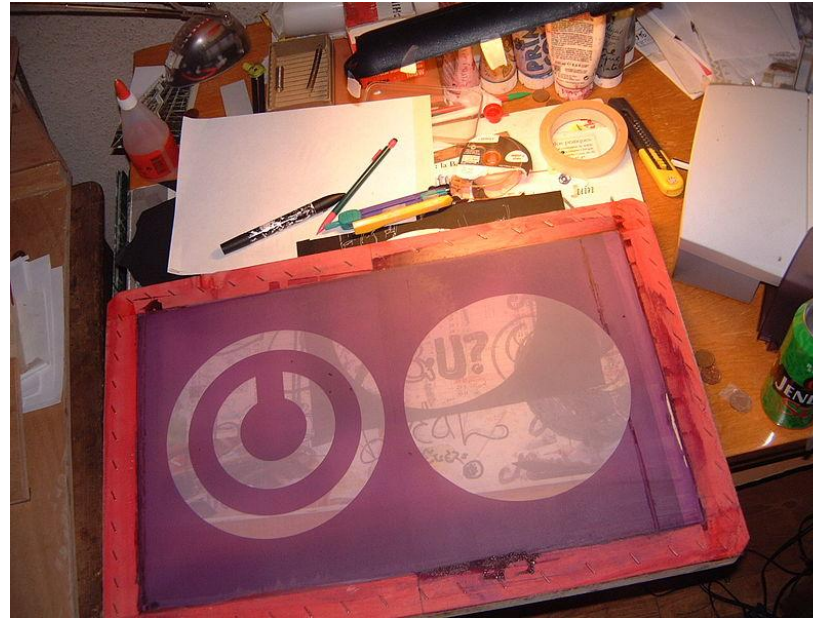


# SILKSCREEN

printmaking technique

pushing ink through a screen

One color at a time



What does this look like?

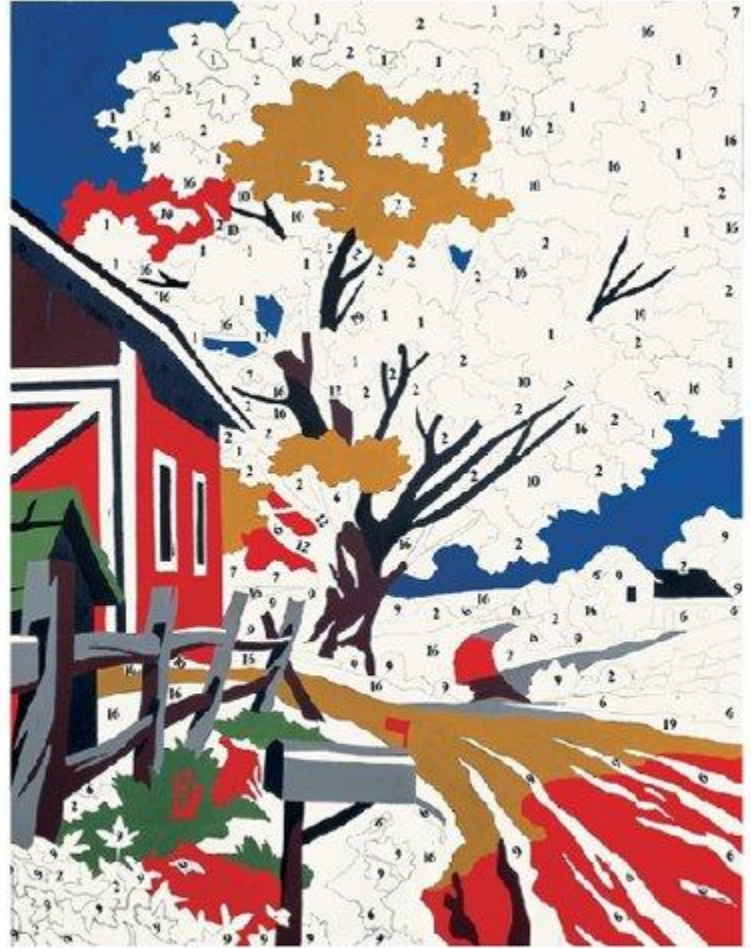
A grocery store shelf?

100 silkscreened  
Campbell soup cans





# Paint by Numbers



# The Factory

In 1963 he hired a full time assistant to work on his silkscreen paintings

Over time he kept adding more people to the 'payroll'

## The Factory

- His studio became a factory.
- His assistants became his paint brush
- He wanted his paintings to look machine made... so he turned his assistants into a well oiled machine

----Nearly 80 silkscreen paintings a day----



# Words from an assistant

“Andy? I’ve been doing it all for the last year and a half... Andy doesn’t do art anymore. He’s bored with it. I did all his new soup cans.”

Warhols response. . .

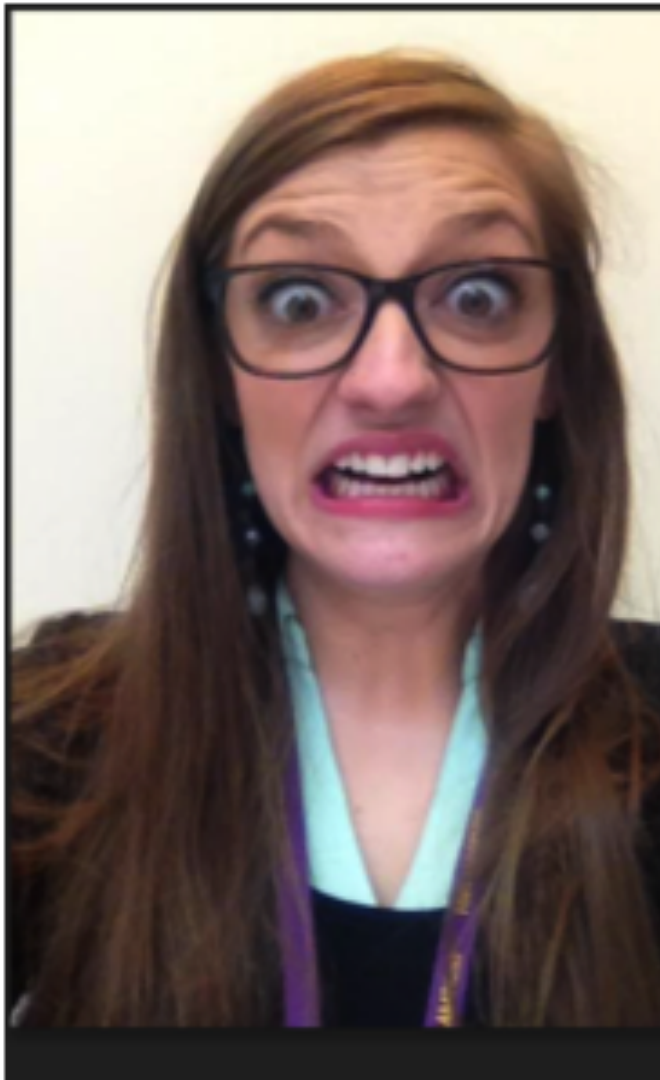
“I really worked on all of them.” - The idea that his staff was a machine, and he built the machine

**POP  
TRIPTYCH**





**STEP #1**



**the reaction**

**STEP #2**



**STENCIL**



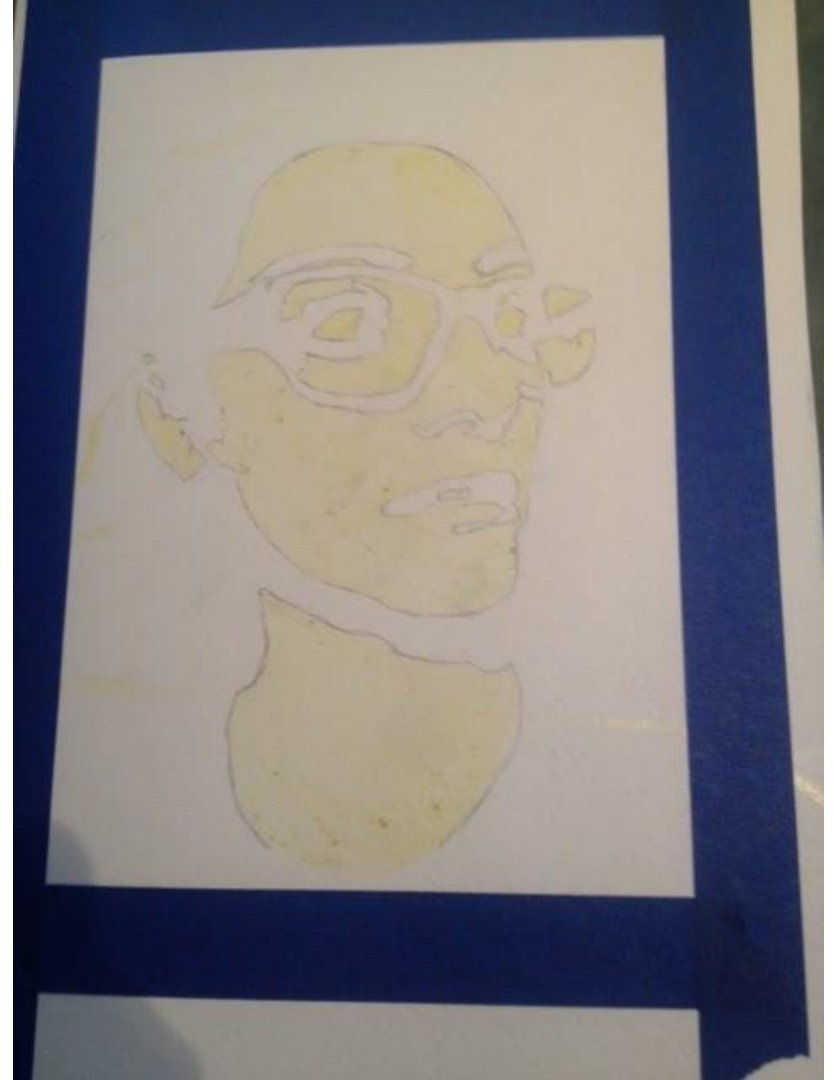
# STEP #3

# THE LAYOUT

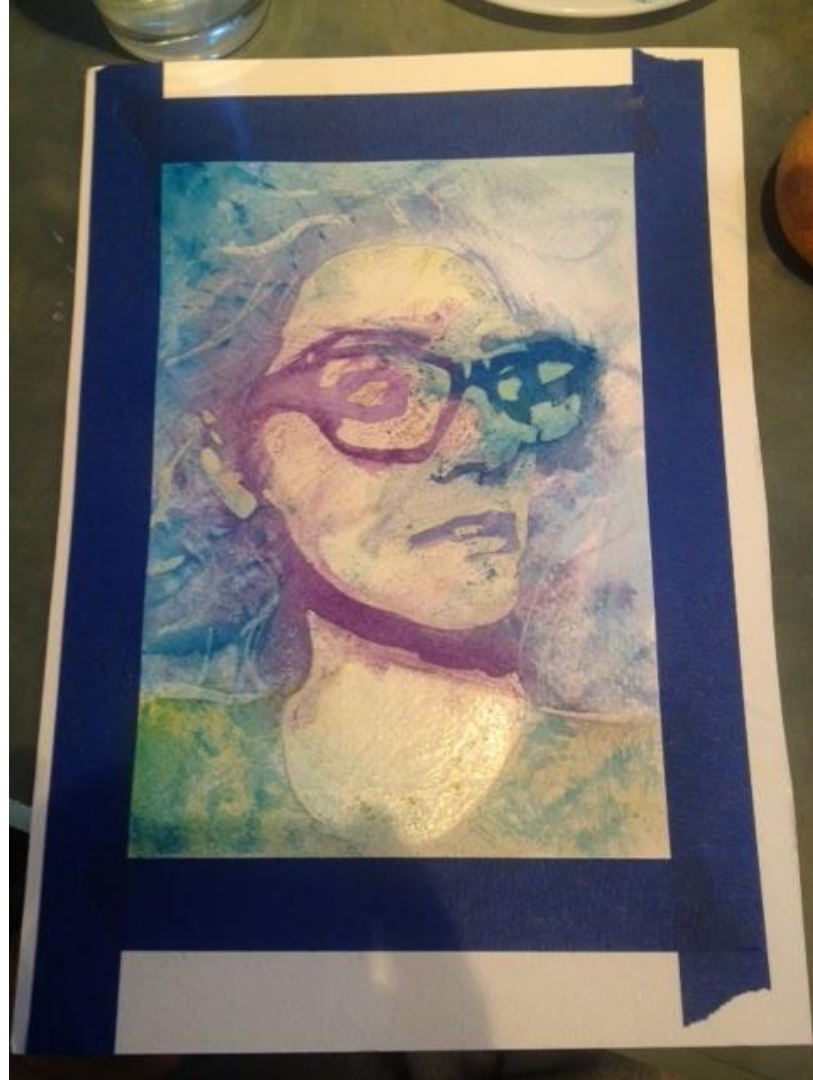


**STEP #4**

**MASKING FLUID**



**STEP #5**



**PAINT**

**STEP #6**

**REMOVE FLUID**

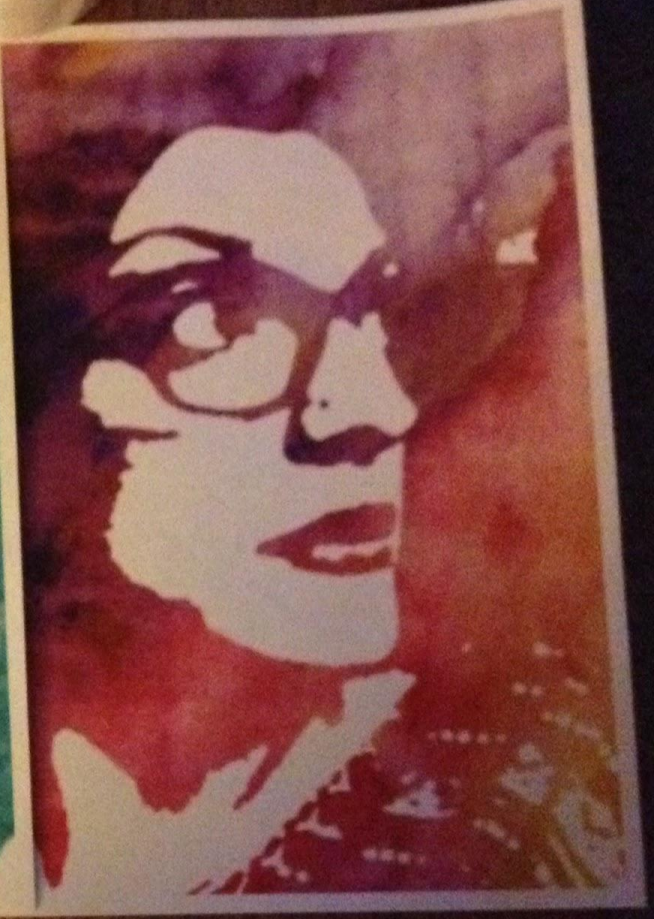
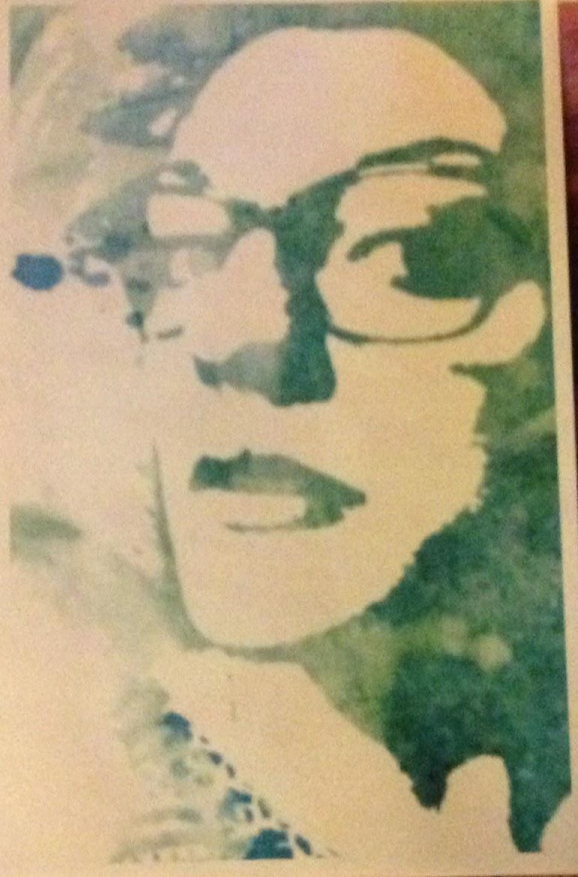
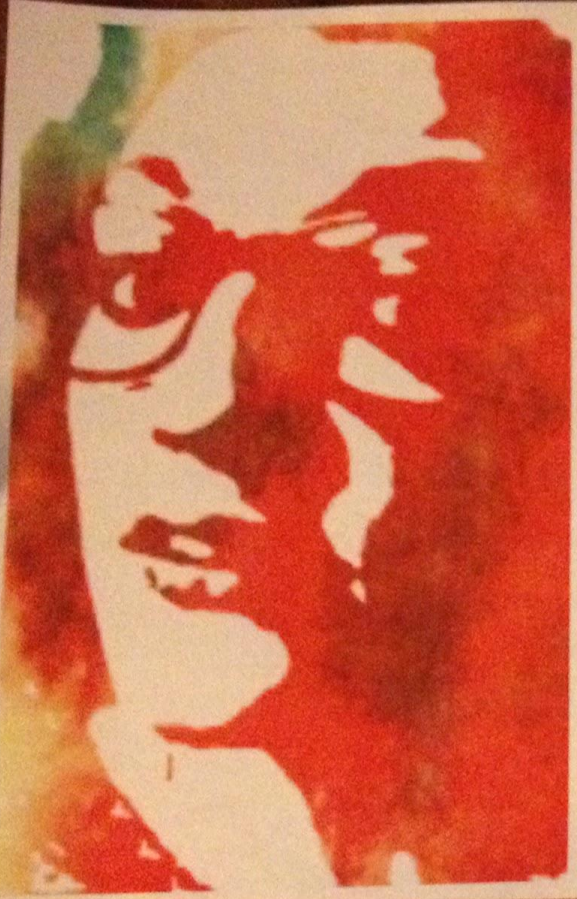


**STEP #6**



**REPEAT**





# QUESTIONS?

**5 PICTURES DUE FRIDAY - UPLOADED  
TO STUDENT FOLDER**

**FRIDAY MEET IN COMPUTER LAB L100**