Name: Frank Yung-Fong TANG Date: February 21, 2024

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Title: Project 3 Video Response

From the video I see Pop Art is rebelling against the Abstract Expressionist which was famous in the mid 1950 for its emphasis on emotion and lack interest in rendering realistic objects. Pop Art uses bold color, renders realistic objects in daily life, even wildly uses consumer products to create an art for the "common folks".

When I first encountered Pop Art, one question came into my mind: where is the line of copyright infringement between the original design and the "borrowing" into the Pop Art. How could Andy Warhol not violate copyright law in the United States while he rendered his Campbell's Soup Cans, 1962? How could he avoid lawsuit from the photographer who filmed and owns the copyright of Marilyn Monroe or Jacqueline Kennedy photos? After some research, I found that apparently Campbell decided not to sue Warhol because his work promotes their product as a free advertisement they do not need to pay and many photographers did sue Andy Warhol. In May 2023, the US Supreme Court ruled Warhol infringed copyright of photographer Lynn Goldsmith for the use of the photo he took of musician Prince. This makes me wonder what is the appropriate ethics line for Pop Art artists to follow. Pop Art is still very popular today. I visited the Triton Museum of Arts in the City of Santa Clara last month and saw two exhibitions of Pop Art: "Tall Tales" by John Cerney and "The Punctum Void: A Miha Sarani Retrospective" by Miha Sarani. Cerney used giant cardboard to render famous modern figures, such as Golden State Warriors Shooting Guard Klay Thompson, movie star James Dean, and singer Frank Sinatra, with saturated color in his "Tall Tales" series to challenge our sense of size. Sarani rendered Dick Tracy, Batman, Magneto with twist messages in several of his comic book style works: Wait a Minute, Pal! We Gotta Talk (2023), A Touch of Mel (2023), Men of words and some of action (2023), and also other styles of Pop Art works.

One popular style of Pop Art is to change the color tones of pre-existing designs of famous consumer products to recreate a different image. The creativity therefore is focusing on the shifting of color schemes and their impact. Another innovation on the insertion of patterns and texture into the original design. I plan to use both in project 3.