



POP ART

WHAT IS POP ART?

- Art movement from the 1950s–60s.
- Inspired by mass media, advertising, and popular culture.
- Broke away from traditional fine art.
- Made everyday objects and celebrities into art.



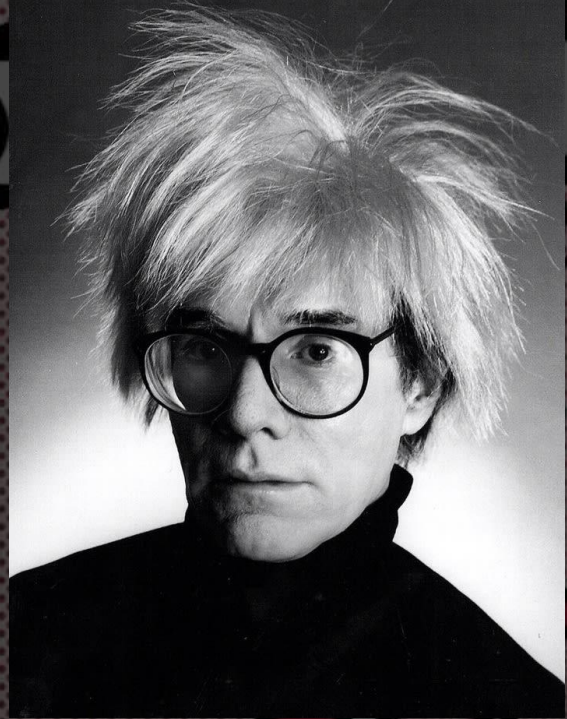
ORIGINS AND INFLEENCES

- Began in **Britain**, then grew in the **United States**.
- Influenced by **consumerism**, **comic books**, and **advertising**.
- Reaction against abstract expressionism (too serious and emotional).



KEY ARTISTS

- **Andy Warhol** - famous for Campbell's Soup Cans and Marilyn Monroe prints.
- **Roy Lichtenstein** - used comic book dots and speech bubbles.
- **Richard Hamilton, Claes Oldenburg, James Rosenquist** - explored pop culture and consumer goods.



VISUAL STYLE AND TECHNIQUES

- Bright, bold colors.
- Use of **commercial imagery** (ads, logos, packaging).
- Techniques: **screen printing, collage, repetition.**
- Combined **art and everyday life.**



LEGACY AND IMPACT

- Changed how people view “high” and “low” art.
- Influenced fashion, design, music, and digital media.
- Modern pop culture and meme art still follow Pop Art ideas.



THANK YOU!

