

Ronald Feldman Fine Arts

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ANDY WARHOL: ADS, 1985

PAINTINGS, DRAWINGS, TRIAL PROOF SCREENPRINTS, SOURCE MATERIAL

OCTOBER 26 – NOVEMBER 25

What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest. You can be watching TV and see Coca-Cola, and you can know that the President drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke, too. A Coke is a Coke and no amount of money can get you a better Coke than the one the bum on the corner is drinking. – Andy Warhol

The Feldman Gallery will exhibit paintings, drawings, editioned screenprints, and unique trial proofs by Andy Warhol from *Ads*, a series commissioned by the gallery in 1985. Source material includes the original advertisements that Warhol transformed into a Pop celebration capturing the energy and seduction of American consumerism.

The ten *Ads* are:

Apple
Blackglama (Judy Garland)
Chanel
Life Savers
Mobil

Paramount
Rebel without a Cause (James Dean)
The New Spirit (Donald Duck)
Van Heusen (Ronald Reagan)
Volkswagen

The images, selected from the fields of fashion, movies, industry and technology, encompass Warhol's familiar subjects relating to Hollywood, portraiture, cartoons, and the joining of mass media images with the techniques of fine arts reproduction. Advertising as a theme revisits Warhol's lifelong merging of art and business.

Chanel and *Blackglama* were appropriated from periodicals of the day; *Life Savers* and *Volkswagen* are historic classics of magazine advertising. Corporate logos -- the Mobil Pegasus, the Paramount mountain, and the child-like Macintosh Apple -- evoke nostalgia for the past and suggest a non-threatening high tech future. Ironic juxtapositions -- a Japanese film poster of James Dean, Donald Duck promoting the war effort, and a young Ronald Reagan endorsing shirts that "won't wrinkle" -- carry a cross cultural and political intent.

On display is the portfolio of ten screenprints from the numbered edition of 190, the initial focus of the project. A set of trial proofs -- unique prints that evolved from the proofing of the regular edition -- and two sets of paintings illustrate Warhol's use of repetitive images combined with variations of bold color. Also on display are drawings not included in the *Ads* series but created at the same time -- credit card replicas and General Electric packaging motifs -- and a selection of works that relate to products and advertising from other projects.

The critic, Arthur Danto, identifies Warhol's ability to bring to consciousness the myth of American innocence. The *Ads* series depicts a world of illusion in which the only negative is the warning: "Please do not lick this page!"

Gallery Hours: Tuesday – Saturday, 10 – 6. Monday by appointment. For information contact Amy Bannon at 226-3232 or amy@feldmangallery.com.