



Last class we ended with these two directions in Post War art that were the New York School.

Now we go from here.



Jackson Pollock, Number 1 (Lavender Mist)

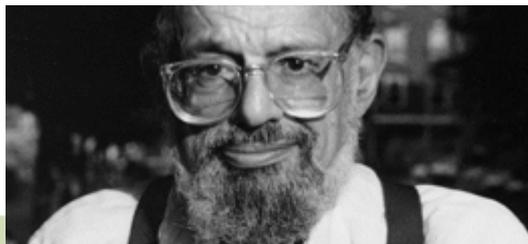


Mark Rothko,
Orange and Yellow, 1956

The true heirs of the New York School were not the gestural painters of the fifties but the writers of the “Beat” generation because it was not the existential motives that moved the second generation but the quality of painterly abstraction.

“I saw the best minds of my generation destroyed by madness, starving hysterical naked...Burned alive in their innocent flannel suits on Madison Avenue... or run down by the drunken taxicabs of Absolute Reality”

Howell--Ginsberg 1955



"Democracy! Bah! When I hear that I reach for my feather boa!"

Allen Ginsberg

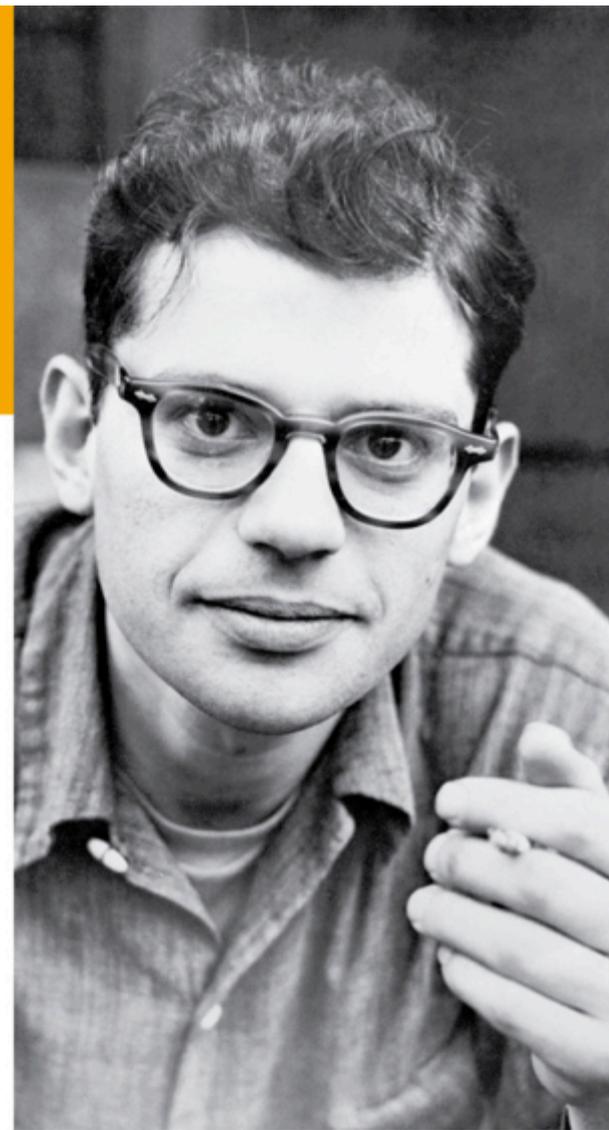
In 1965, Ginsberg was ejected from both Czechoslovakia and Cuba—the latter for allegedly hitting on Che Guevara.

ALLEN MEETS THE BEATS

SHORTLY AFTER ARRIVING AT COLUMBIA, Ginsberg met Jack Kerouac and William Burroughs, who would become his lifelong friends and greatest influences. Both were older than him (Kerouac by four years and Burroughs by 12), and they introduced young Allen to the fast-paced New York nightlife. During the next few years, Ginsberg developed a love for jazz, experimented with drugs, and became openly homosexual. He also became passionate about writing poetry—dashing his father's hopes for law school to pursue the artistic life, now known as Beat.

If you were expecting this to be the part where Ginsberg gets famous, then you're thinking of the wrong literary movement. The Beat lifestyle promised adventure and artistic wanderlust, not pop stardom. Ginsberg finally graduated from Columbia in 1948 (six years after he started), but the dead-end jobs he cycled through afterward didn't signal much professional promise. His love life around that time wasn't any better. Abortive love affairs with the likes of Burroughs and Beat icon Neal Cassady eventually drove Ginsberg into the Merchant Marines in an attempt to escape a persistent melancholy.

Then things hit rock bottom. Caught with a car full of stolen goods belonging to his roommate, Ginsberg was court-ordered to spend eight months in a psychiatric ward. In true Ginsbergian style, however, he managed to turn institutional lemons into lemonade. He met Carl Solomon, a fellow



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These poets saw a dehumanizing prison of mainstream values in which the underside of society was defined out of existence.

Allen Ginsberg, Jack Kerouac, and Ferlinghetti--raged against the complacent duplicity of fifties mass culture, the beats, aided by alcohol, drugs, jazz and Zen Buddhism, dropped out of America celebrated by the Saturday Evening Post.

In the process, they created their own vocabulary to reappropriate their American experience---**the struggle against conformity, mechanization and materialism.**

Saturday Evening Post 1950 and 1958



Levittown was the first truly mass-produced suburb (1947-51) and is widely regarded as the archetype for postwar suburbs throughout the country.

In accordance with this policy, the buying agreement signed by all those who purchased homes in Levittown stated that the property could not be used or rented by any individuals other than those of the Caucasian race.



Ads in
the
1950s.

The Chef
does everything
but cook
- that's what
wives are for!

I'm giving my wife a

Kenwood Chef

If your husband ever finds out
you're not "store-testing" for fresher coffee...

... if he discovers you're
still taking chances
on getting flat, stale coffee
... wee be unto you!

For today
there's a sure
and certain way
to test for freshness
before you buy

Chase & Sanborn
COFFEE

It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-doll carpeting, hunt up a pair of these he-man **Mr. Leggs** slacks. Such as our new automatic wash wear blend of 65% "Dacron" and 35% rayon—incomparably wrinkle resistant. About \$12.95 at plush-carpeted stores.

Dacron For Fall!

Get yourself a new pair of **Mr. Leggs**

THOMSON COMPANY, 1290 Avenue of the Americas, New York 19, N. Y.

The lifestyle of many of these artists was very different than that of mainstream America.



Robert Rauschenberg's work promoted an openness to external events, including references to his own sexuality.

His work brought art and life together in one event.

Robert Rauschenberg, Bed, 1955



Pop art was both an extension and a repudiation of Dadaism.

Neo-Dada, into Pop



In the work of the late 1950s an interest in the ordinary, a willingness to embrace chance (from Dada and the recognition that in life, things just happen) a new sense of the visual—each led art in two directions: towards Pop and towards Minimalism.



For Pop--Life infiltrates art

ANDY WARHOL, Campbell's Soup, Spilt Pea, 1964

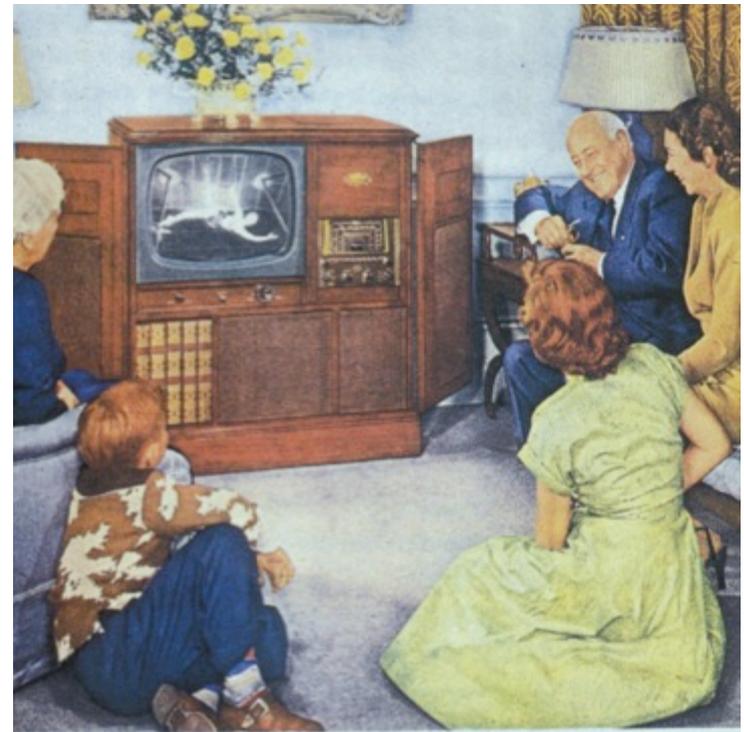
MARCEL DUCHAMP, Fountain, (second version), 1951 (original version produced 1917). Ready-made glazed sanitary china with black paint, 12" high. Philadelphia Museum of Art, Philadelphia (purchased with proceeds from the sale of deaccessioned works of art).

Neo-Dada or early Pop

The artists of the second generation post WWII, rejected the idea of personal expression (Abstract Expressionism) and **devised ways to reinsert life into art.**

The ideas of Dada, especially **chance encounter** and word games manifest in art of the late 50' s and early 60' s.

Media, particularly TV and magazines influence artists of the post war era.



Here's Mr. Showmanship himself—Cecil B. DeMille—Magnavox Big Picture TV at home with his

Magnavox graces America's finest homes

things which makes many American
o envied is television, and magnifi-
x Big Picture TV ranks highest
living is a daily habit. For Magnavox
showpieces inside and out, com-
bining advanced engineering with stunning cabi-
netry of heirloom quality. Each superb furniture
piece is the ideal sounding chamber for glorious
Magnavox tone. Sharp, clear Magnavox pictures
are specially filtered for pleasing contrast. No matter
how proud your home, or how
you'll find a Magnavox means ju-
great value at one of the fine
Magnavox in your classified re-
The Magnavox Company, Fort

Better sight...better sound...better buy.

EMBASSY (also
LPM radio-phonograph
finish.
V new or later.

the magnificent
Magnavox
television radio-phonograph

Ultra High Frequency Units Readily Attachable

Electronic Consciousness and New York Pop

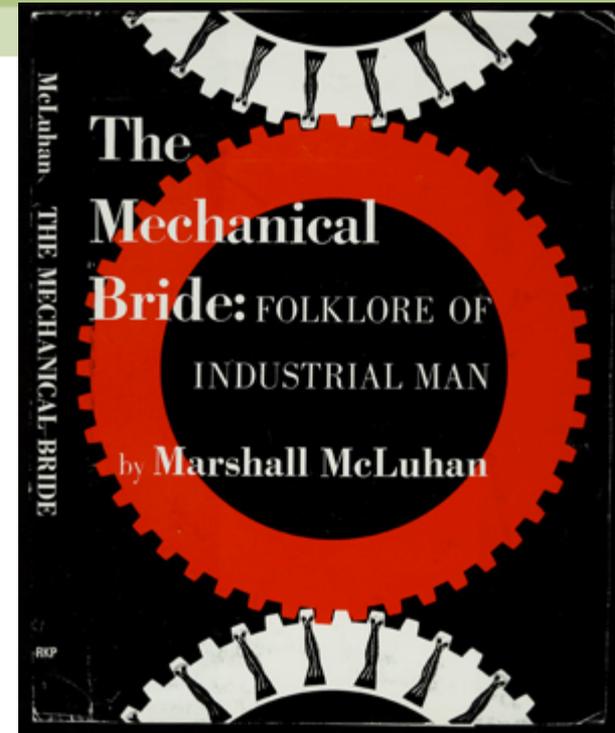
The New York School rejected commercialization by retreating into subjective experience.

But Marshall **McLuhan** discussed incorporating the media and advertising in order to develop something new.

From **1947-1957 the number of televisions in the US jumped from 10,000 to 40,000,000**, putting Sema, Alabama and Saigon, Vietnam in everyone's living room.

The influence television exerted on the way people viewed the world around them became subject matter for artists in the early sixties.

We had moved into McLuhan's 'Global Village', prompting him to write, "*the Medium is the Message*".



Events that Shaped Popular Consciousness

1957 Soviets launched Sputnik, the first man-made satellite

1961 They put the first man in space

1959 Fidel Castro overthrew an American backed dictator in Cuba and invited the Soviets in

The CIA failed miserably in the Bay of Pigs invasion--designed to out Castro

In June 1961, the world held its breath as President Kennedy brought the nation to the brink of

an armed confrontation with the Soviet Union over the missiles in Cuba

1961 the Berlin Wall was constructed to separate East and West Berlin

Civil Rights movement blossomed

Activism of the era demonstrated the power of television

Kennedy initiated the National Endowment on the Arts

Newly rich collectors were building collections of the 'newest' most innovative artists--a class of celebrity artists emerged.

Pop art, which came along just as mass advertising and television took their quantum leap, celebrated media stars and consumer culture.

The demand for avant-garde art exceeded the supply. In 1962 even Sears launched an art-selling plan.

In the forties and early fifties, new galleries became a stamp of authenticity for major new artists. Having a great deal to do with shaping the image of the artists.

Soon the galleries were controlling the market, manipulating supply and demand.

More and more **artists organized their social life with careers in mind.** As money and fashion increased, the intellectual tone of the art world declined.

In 1964 Allan Kaprow quipped that "if the artist was in hell in 1946, now he is in business."

Images floated freely in the mind, becoming interchangeable parts of the puzzle that made up the new reality of the 1960s.

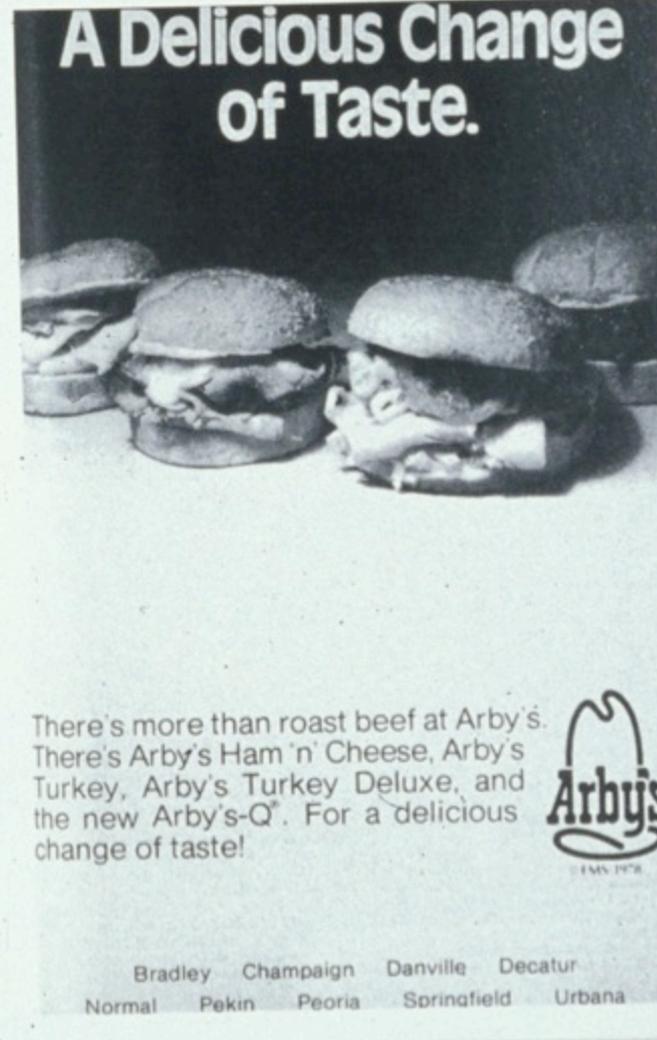


ANGELS MUST STOP SPEEDWAY KILLER
OR JILL FACES HIGH-SPEED DEATH!
FARRAH FAWCETT-MAJORS GUEST STARS!

Jill's back as the driver of a top-secret race car. Now the Angels must stop a murderer who wants to keep her out of the race... for keeps!
Kate Jackson, Jaclyn Smith, Cheryl Ladd, David Doyle star.

CHARLIE'S ANGELS
8:00PM New Season!

abc We're the one to turn to 17 19 38



A Delicious Change of Taste.

There's more than roast beef at Arby's. There's Arby's Ham 'n' Cheese, Arby's Turkey, Arby's Turkey Deluxe, and the new Arby's-Q®. For a delicious change of taste!

Bradley Champaign Danville Decatur
Normal Pekin Peoria Springfield Urbana

Arby's
EST. 1958

Ads for the ABC series Charlie's Angels and Arby's Roast Beef Sandwiches in TV Guide, 1978 pages A-104 and A-107

Before Full blown Pop was the work of the Pre-Pop or Neo-Dada artists.

Robert Rauschenberg and Jasper Johns believed that humans don't originate subject matter but rather process it...interpret it. Subject Matter is influenced by CULTURE. (mass media)

Influenced by semiotics, **signs** mean different things in different contexts.



JASPER JOHNS, Flag, 1954–1955, dated on reverse 1954. Encaustic, oil, and collage on fabric mounted on plywood, 3' 6 1/4" x 5' 5/8". Museum of Modern Art, New York (gift of Philip Johnson in honor of Alfred H. Barr, Jr.). Copyright © Jasper Johns/Licensed by VAGA, New York, NY.

Semiotics– the study of signs.

Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else.

In a semiotic sense, signs take the form of words, images, sounds, gestures and objects.

Semiotics is concerned with how *meanings* are made: as such, being concerned not only with communication but also with the construction and maintenance of reality.



RENE MAGRITTE, Treachery of Images, (This is Not a Pipe), 1948



Then with *One and Three Flags*, 1958, Johns, made a painting and a sculpture at the same time.

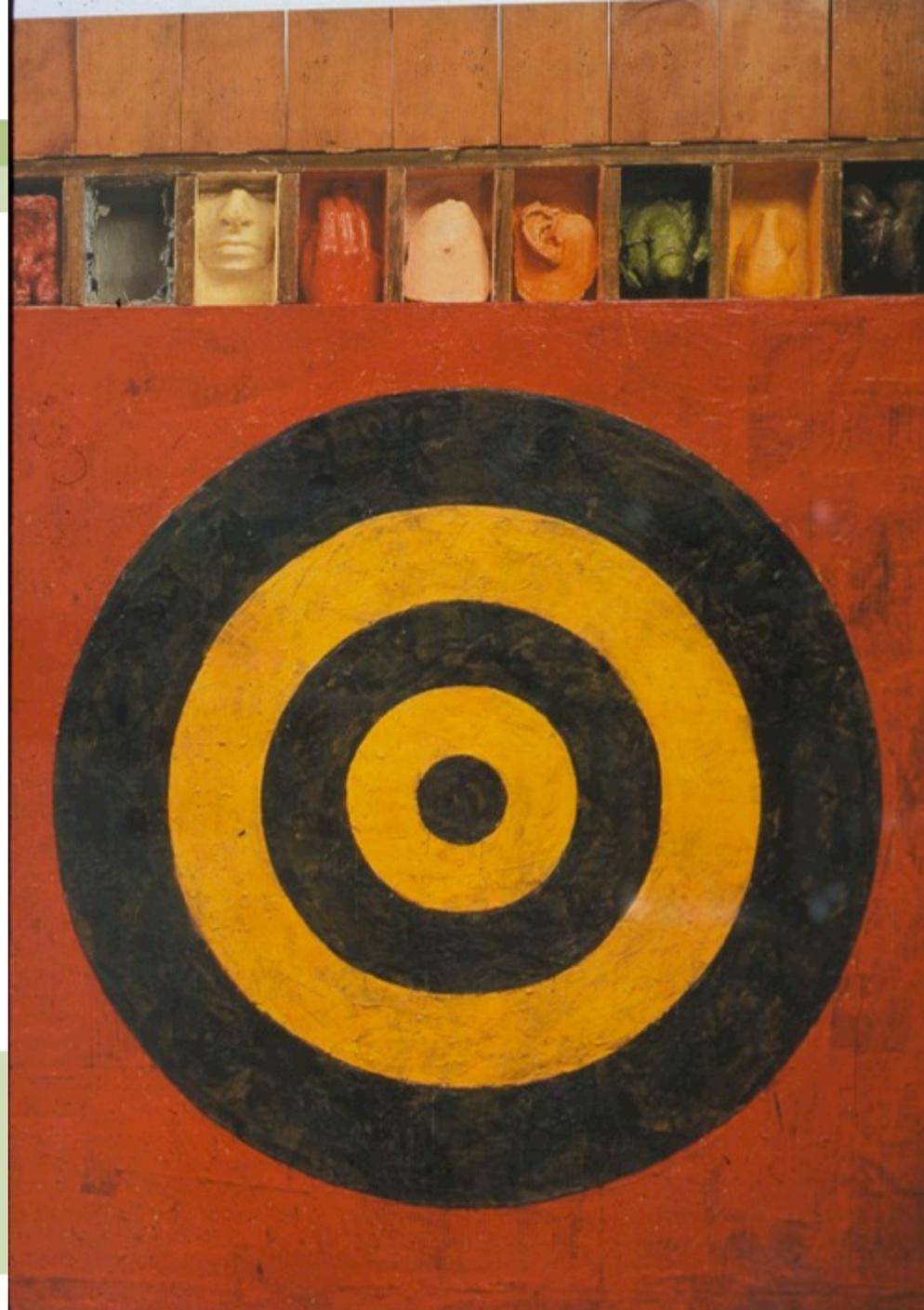
The the flag is a sign, the target is a sign.

However, the plaster casts of bits of the human body, set in their boxes above the painting, are specimens, like fossils or even more, like words, signs that stand for classes of things.

"Ear", "hand", "penis": one would like to see them as elements of a portrait, but they cannot be read in that way.

They are images turning into signs.

Johns, *target with plaster casts*, 1955



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Robert Rauschenberg, Bed, 1955





This piece, a real bed, creates a link between the old and the new. The Abstract Expressionist elements and the Pop.

Robert Rauschenberg, Bed, 1955, pillow, bedding, paint, graphite.



The New York School rejected commercialization by retreating into subjective experience.

But Marshall McLuhan discussed incorporating the media and advertising in order to develop something new.

The medium, or process, of our time - electric technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. It is forcing us to reconsider and re-evaluate practically every thought, every action..



Marshall McLuhan
Canadian Philosopher

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1911-1980

Life Magazine Ad, 1953--erotic overtones in advertising, Marshall McLuhan's book, *The Mechanical Bride* alerted people to read advertising on this subliminal level.



7.6 Old Gold cigarettes advertisement, *Life Magazine*, April 27, 1953, p.3.



Rauschenberg, Odalisk, 1955-8



ROBERT RAUSCHENBERG, Canyon, 1959. Oil, pencil, paper, fabric, metal, cardboard box, printed paper, printed reproductions, photograph, wood, paint tube, and mirror on canvas, with oil on bald eagle, string, and pillow, 6' 9 3/4" x 5' 10" x 2'.



One way and Retroactive 1, 1964, As his style evolved he began using silkscreened imagery from photojournalism. The overlapping, and seemingly disparate, composition creates a colorful visual commentary on a media-saturated culture struggling to come to grips with the television era.

Used common images to dull the social implications, to neutralize calamities.



Performing Pelican, NY, 1965, first performed in 63.

The term 'Pop art', occurred roughly between 1956 and 1966 in Great Britain and the US.

The origin of Pop in post-War Britain, while employing **irony and parody**, was more academic with a focus on the dynamic and **paradoxical imagery of American popular culture as powerful, manipulative symbolic devices** that were affecting whole patterns of life, while improving prosperity of a society.



Richard Hamilton, *Just what is it today that makes today's homes so different, so appealing*, 1956

Hamilton's list for Pop qualities:

- Popular (designed for a mass audience)
- Transient (short term solution)
- Expendable (easily forgotten)
- Low Cost
- Mass Produced
- Young (aimed at Youth)
- Witty
- Sexy
- Gimmicky
- Glamorous
- Big Business

