

Warhol, Andy (1928-1987)
Forest City, Pennsylvania

EDUCATION/INFLUENCES

- BFA-Carnegie Institute of Technology, worked in advertising/commercial art
- Obsessed with images of popular culture; enigmatic/mysterious; also obsessed with fame, youth, personality

BIG IDEAS/THEMES

- Appropriates imagery from media, advertising, movies, TV, etc. Desired to mirror society's materialistic obsessions-large scale; bright colors.
- Advertising background (slip into unconscious and evoke feelings of desire); Warhol's work-have viewer look at images in a new way that had become so familiar that they were invisible.
- Produced work at fast rate-embraced mode of production similar to industry-called his studio, The Factory-had many artists working for him-but he was the conceptual brain behind the works. 1970-80s-produced 100s of portraits-mostly in silkscreen-more subtle/expressionistic.

KIA WORKS-*Gerald Ford*, synthetic polymer and acrylic on canvas, 1975 and *General Custer*, screenprint, 1986

- Custer is screenprint from Warhol's series, *Cowboys and Indians*, completed shortly before his death. This image is a unique "artist's proof", printed when Warhol was still experimenting with various colors for the final edition. It came to the KIA from the collection of the printer who assisted Warhol in printing the edition.
- Custer's image based upon well-known photograph. Image enlarged and use flat area of brilliant color to recreate the General as a larger-than-life icon of American history.

