

POP ART

In this art kit, we will explore Pop art! **Pop art** is an art movement inspired by popular culture. Popular culture is based on what most people like. It can include entertainment like movies, music, television, and video games, as well as sports, fashion, and technology. It began in the 1950s and 1960s in the United States and Britain. Pop artists often create artworks through methods that are used to **mass produce** images. **Andy Warhol, Roy Lichtenstein, and Takashi Murakami** are a few well-known Pop artists in the Broad collection.

LET'S BUILD OUR ART KNOWLEDGE! WORDS TO KNOW:

- ✓ **Ben-Day dots**
A printing method using small dots of color. Ben-Day dots are named after 19th-century printer Benjamin Henry Day.
- ✓ **Mass produce**
To make a large number of goods, often with machines.
- ✓ **Screen-printing**
A kind of printing using a screen made from fabric.
- ✓ **Kawaii**
In Japanese, *kawaii* means "cute."

ANDY WARHOL used images of celebrities and everyday goods you can buy at the store. He famously painted Campbell's soup cans! He repeated images with a method called **screen-printing**. Warhol often repeated the same image in different colors.

- Why do you think Warhol repeated images in his art?
- What image would you repeat in your artwork?
- Which celebrity would you paint to represent popular culture right now?



ROY LICHTENSTEIN was particularly inspired by popular culture and imagery. He made paintings with small dots that look like Ben-Day dots. Ben-Day dots are used in newspapers and comic books to print pictures. Lichtenstein painted them by hand or used stencils.

- What is the name of your favorite comic book character?
- Why do you think Lichtenstein made his paintings look like comic books?
- What story would you create in a comic book style?



Roy Lichtenstein, *I... I'm Sorry!*, 1965–66. Oil and Magna on canvas. The Eli and Edythe L. Broad Collection. © Estate of Roy Lichtenstein. Photo by Douglas M. Parker Studio, Los Angeles

TAKASHI MURAKAMI is an artist working today. How is Murakami's artwork similar to Warhol and Lichtenstein? How is it different? Murakami is inspired by traditional Japanese painting and popular culture. Many of his artworks look *kawaii* or "cute." He uses bright colors with bold outlines. Cartoon-like characters appear in many of his artworks.

- If you could create your own character, what would it look like?
- What faces would the character make?
- Does the character talk? What does it say?



CREATE YOUR OWN POP ART INSPIRED ARTWORK!

Artists often ask themselves questions about the world around them. They write or draw ideas in journals or sketchbooks as the first steps to creating their artwork. The journal in your kit can be used to write down the answers to the questions.

**You can use the journal
to brainstorm ideas!**



WHAT popular image will you include?

WHAT vibrant colors will you use?

WILL you repeat your image like Warhol?

WILL you use Ben-Day dots like Lichtenstein?

WILL you create your own *kawaii* character?

**Use the materials in your box
to create your own artwork!**



MATERIALS INCLUDED:



Journal



Construction paper



Pencil



Cardstock



Scissors



Tissue paper



Glue



Watercolor set