

POP CULTURE IN CONTEMPORARY ART

Michele Altebrando

“What is the relevance of something applied to something else? Inherently, if his idea of a blue square is meaningless and yours is meaningful, couldn't that essentially apply to everything rather nothing at all?”

Michael Senise

QUESTIONS

- * How do artists construct history to give things more relevance or new meanings?
- * How do artists control what the viewers interpret when looking at an image?
- * How do artists generate new identities of people or objects through documentary, simulation and propaganda?

- * through icons, historic pictures, and pop culture, artists reevaluate the existence of objects and/or images
- * artists to discuss: Andy Warhol, Michael Senise, Richard Prince, Banksy, and more

CELEBRITY CULTURE

- * celebrities in America always played the role as an outlet from people's everyday lives
- * technology has changed the concept of fame overtime and the fascination has grown because it is now more accessible in this new "information age"

Michael Senise

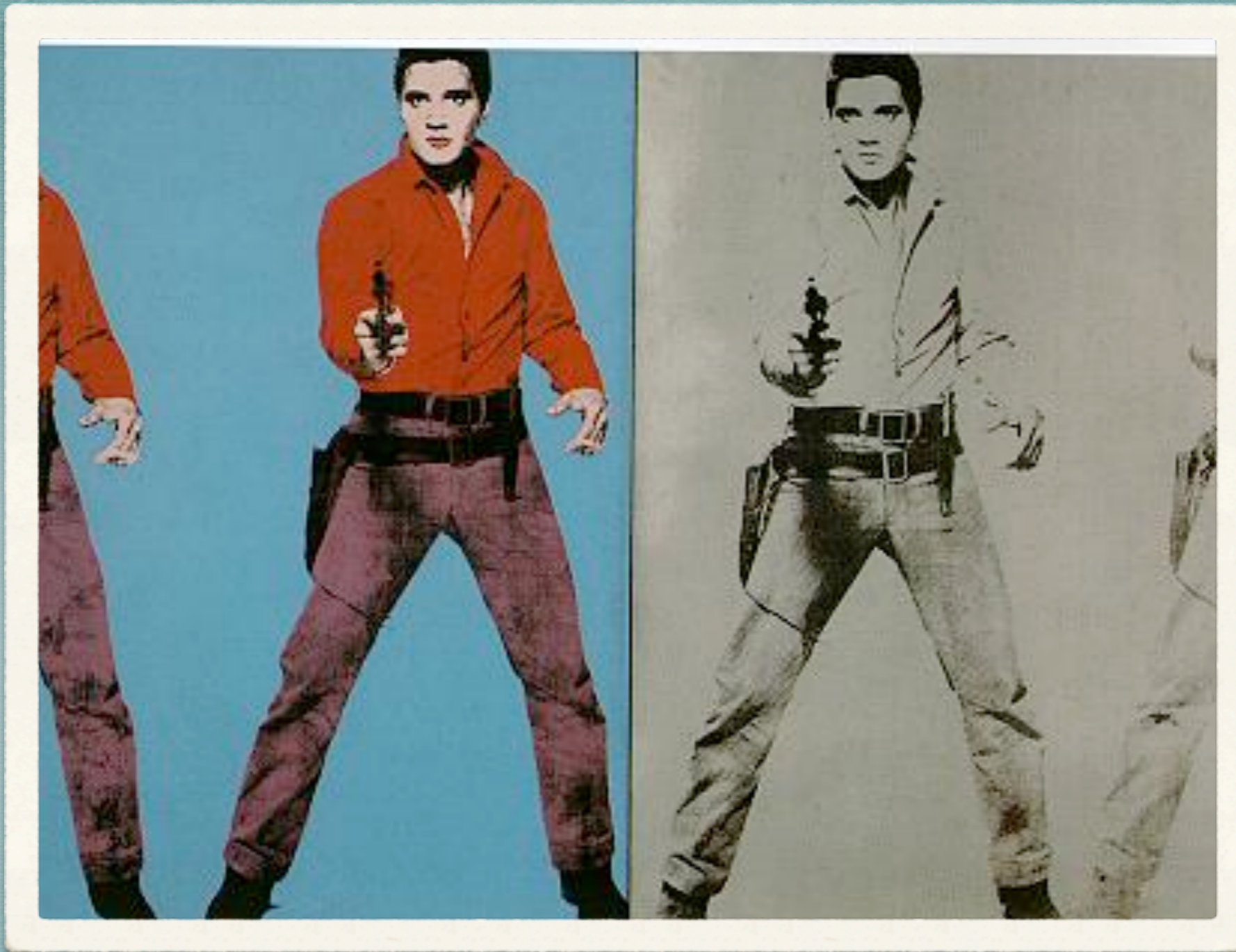
Evolution, 2012





Marilyn Diptych, 1962

Andy Warhol



Elvis, 1964

Andy Warhol



Retroactive I, 1963

Robert Rauschenberg



Jackie Kennedy, 1964

Andy Warhol

FAITH IN PICTURES

- * just like publicist and managers can control an image of a celebrity, artists can control the way people look at images of celebrities
- * there is a variety of work from contemporary artists that include celebrities and the public's view of them
- * through photo manipulation, these artists present work that represent celebrities in innovative ways

With Eyes, 2013
Michael Senise



*Dwayne "The Rock"
Johnson with Cameron
Diaz's eyes*

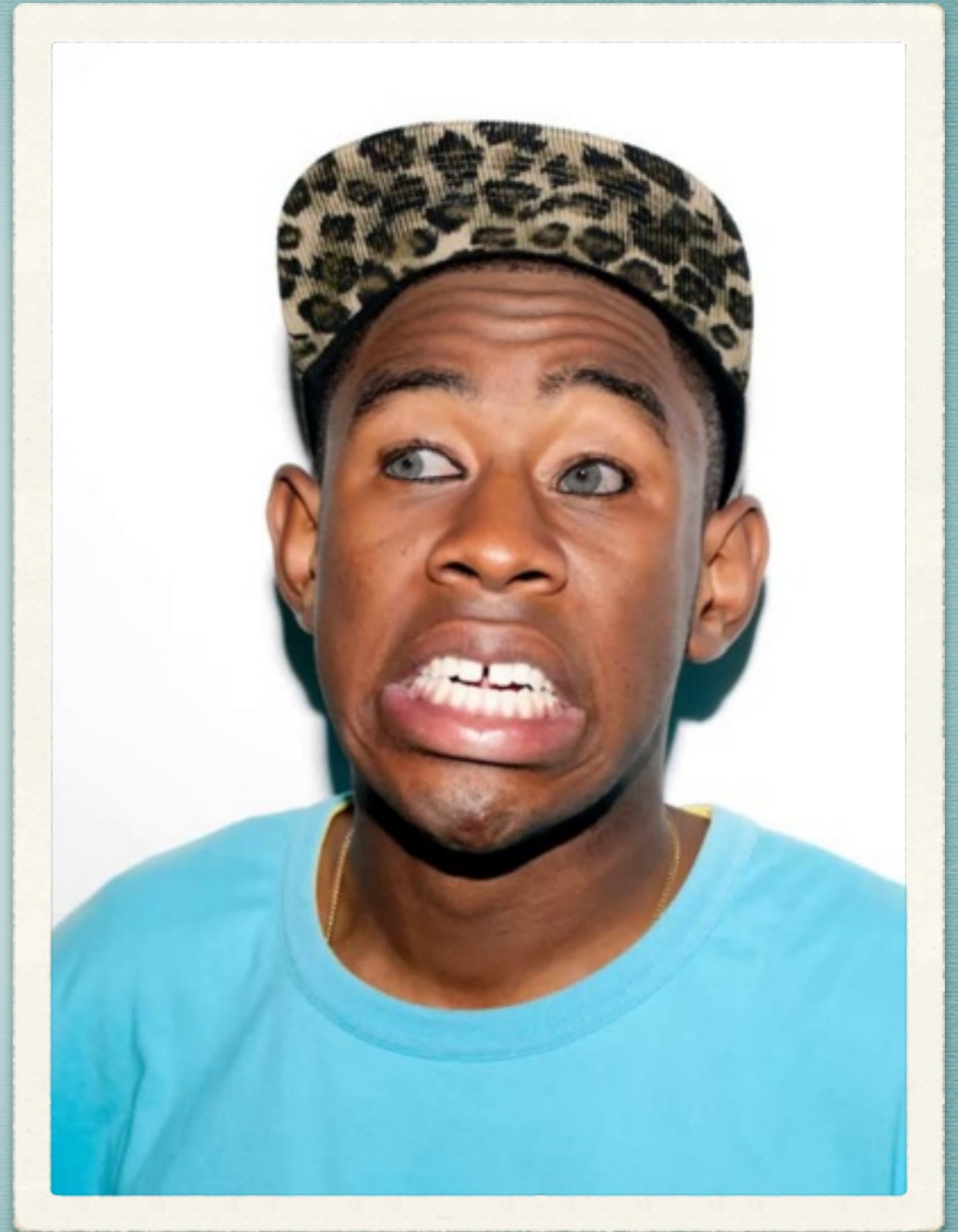
*Jay Z with Miley
Cyrus's eyes*





*Oprah Winfrey with
Mel Gibson's eyes*

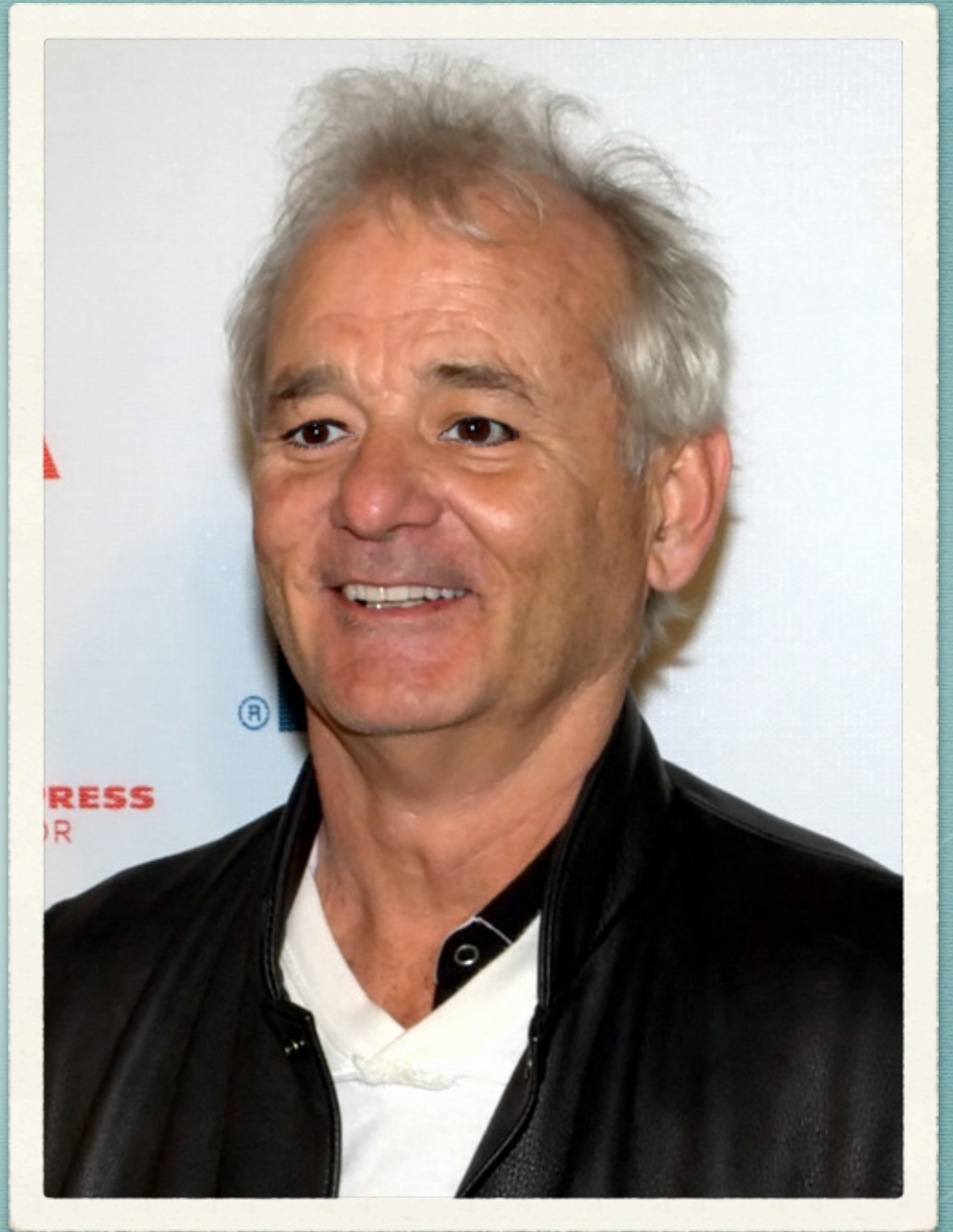
*Tyler, The Creator
with Pamela
Anderson's eyes*



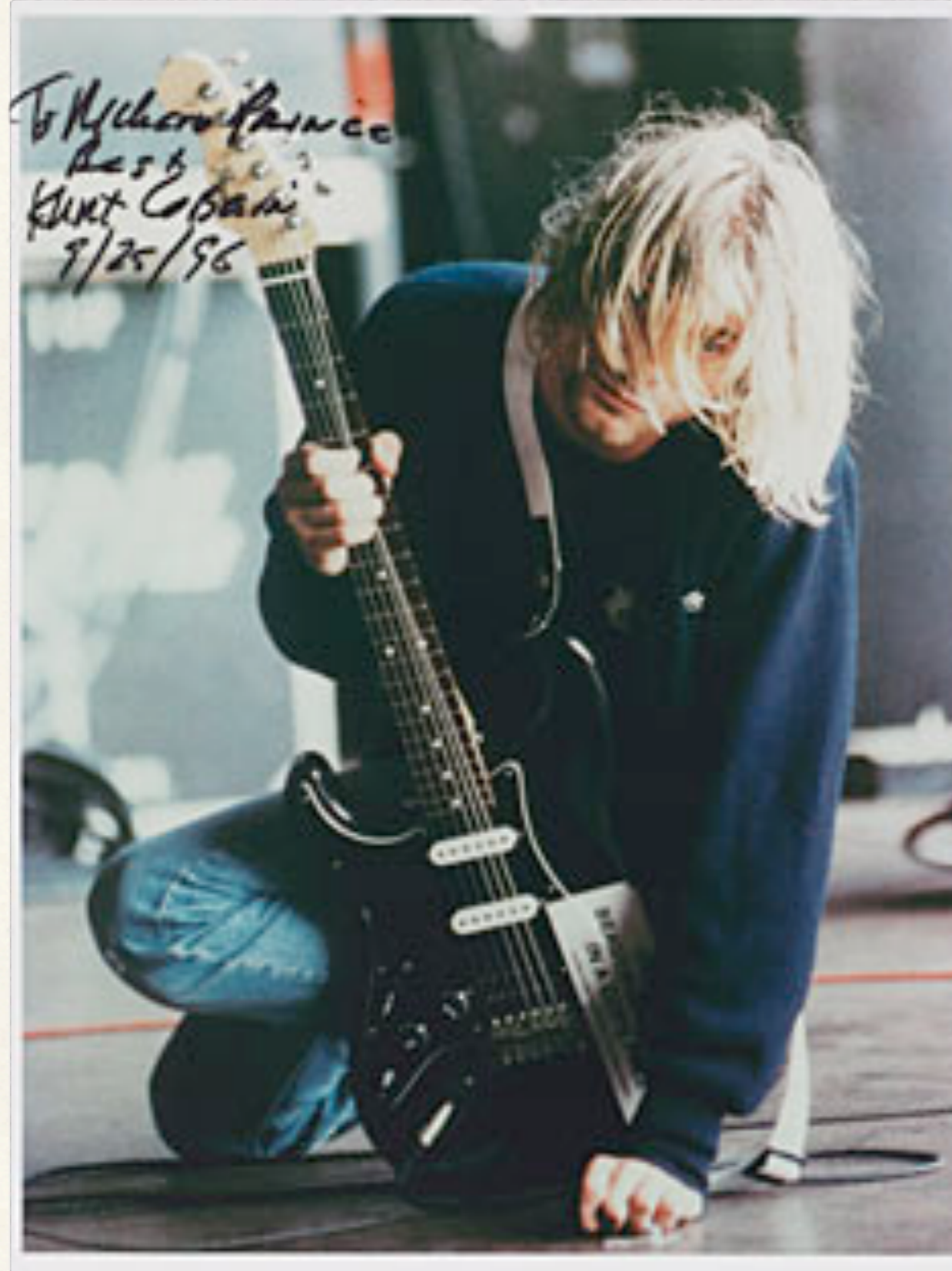


*Justin Bieber with
Samuel L. Jackson's eyes*

*Bill Murray with
Mariah Carey's eyes*



All the Best, 2000
Richard Prince



Kurt Cobain

Cameron Diaz





Gwen Stefani

Courtney Love





Keanu Reeves

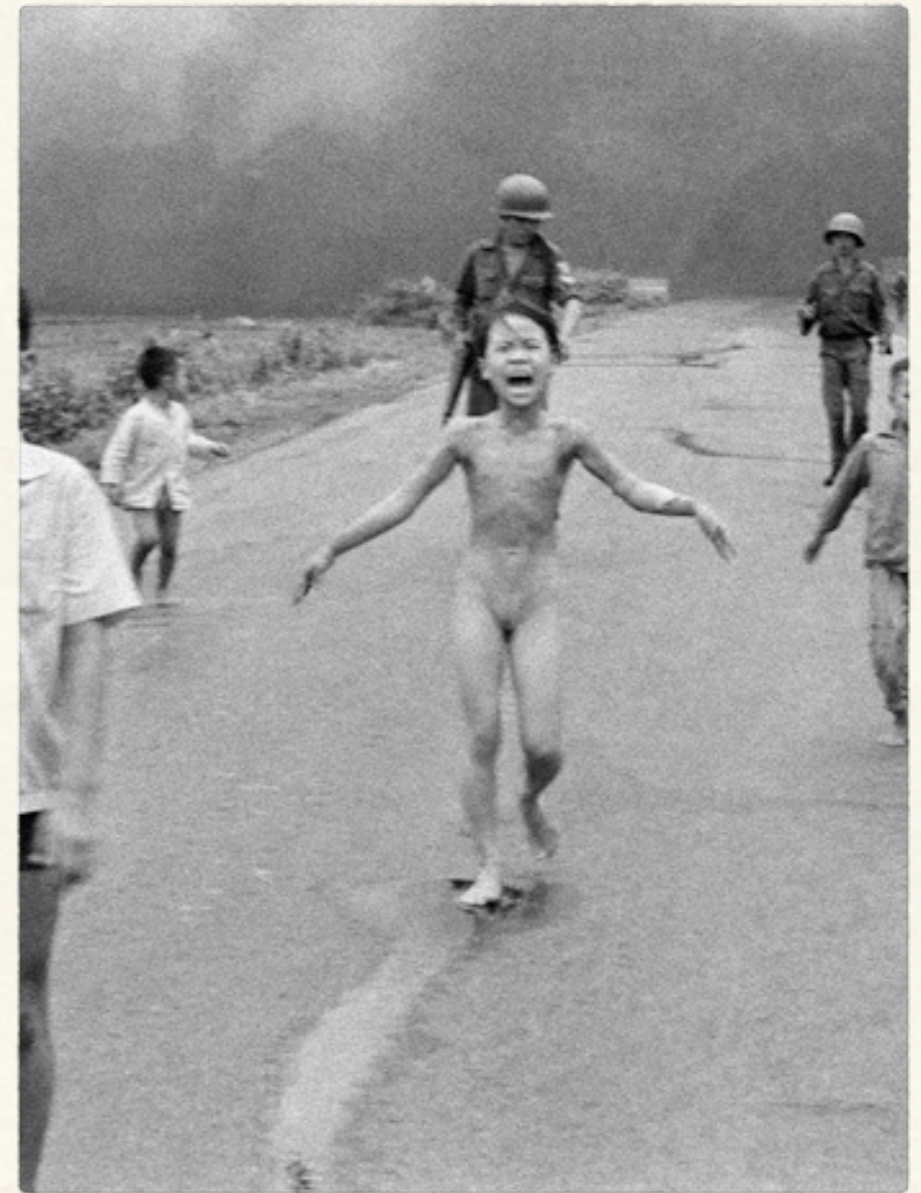
Natalie Portman



POP CULTURE AS PROPAGANDA

- * artists use familiar images taken right from culture as well as famous historic images juxtaposed with pop culture objects
- * these pieces construct history in a way that makes the viewers approach these images in a new way
- * many working artists use their artwork to express their views or opinions of pop culture, politics, and other public affairs

RECREATING HISTORIC IMAGES



Banksy



HOPE

Shepard Fairey,

2008

Banksy

*Keep Your Coins, I
Want Change*





Banksy

*If You Repeat a Lie
Often Enough, It
Becomes Politics*

Michael Senise

Racism is gay, 2013



A screenshot of the Google search homepage. The word "Google" is displayed in its multi-colored font at the top. Below it is a search bar containing the text "how do i get rid of racism?". Underneath the search bar are two buttons: "Google Search" and "I'm Feeling Lucky".

Google

how do i get rid of racism?

Google Search

I'm Feeling Lucky

Michael Senise

Google as God, 2013



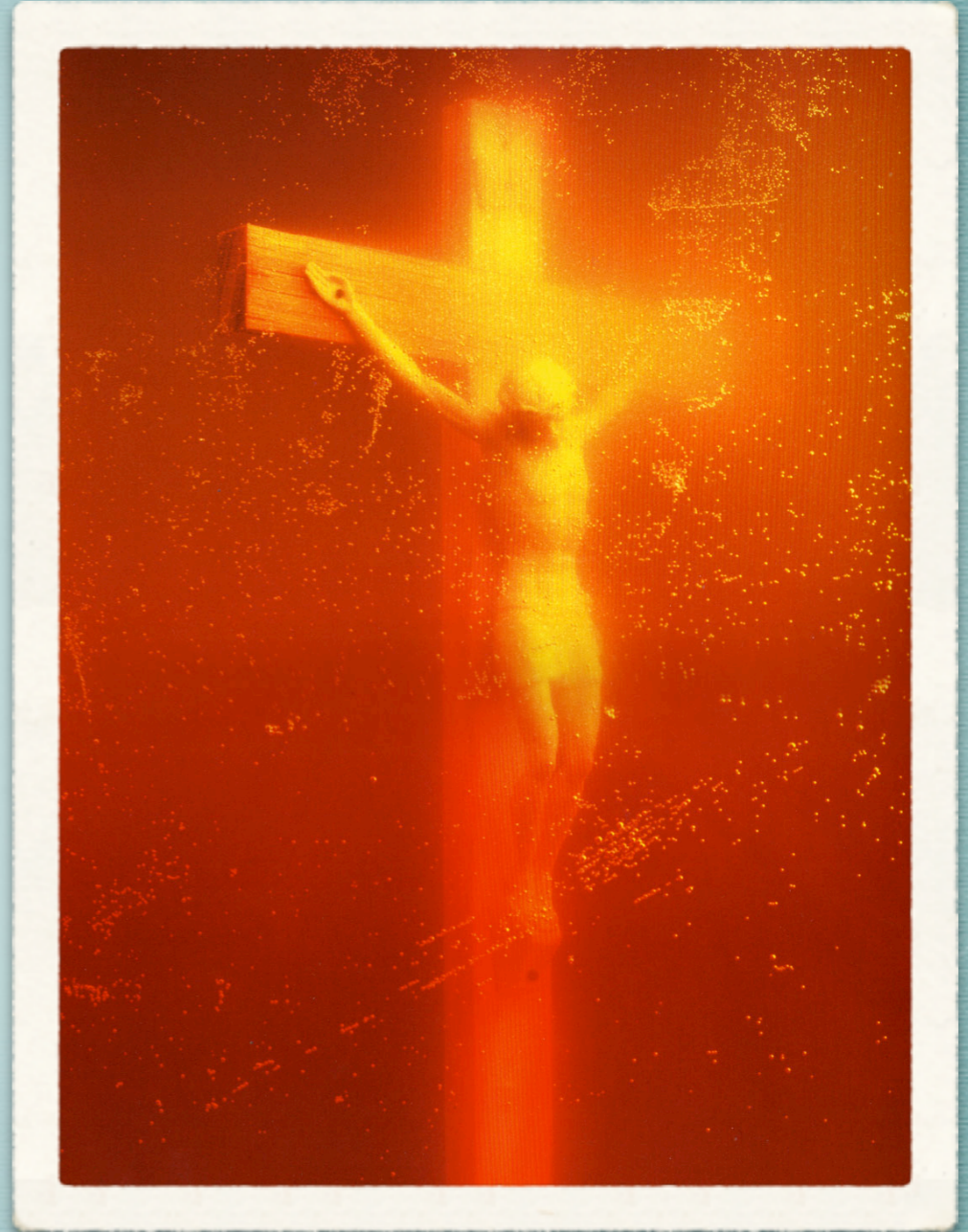
James Rosenquist

F-III,
1964

USING RELIGIOUS IMAGES IN ART

Piss Christ,
1987

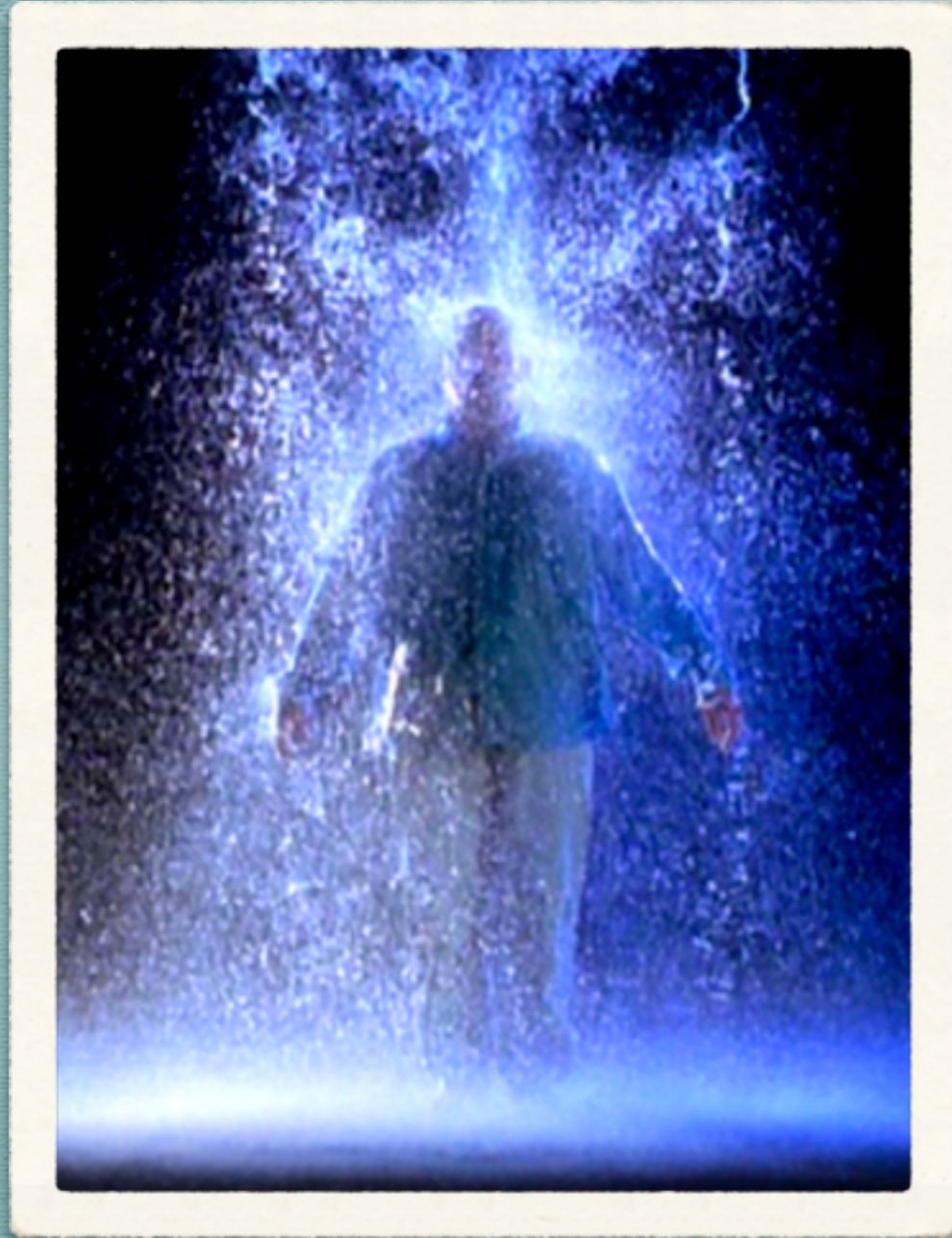
Andres Serrano





Not Again, 2013

Michael Senise



Bill Viola

The Crossing,
1996

MEANING TO OBJECTS

- * using images from pop culture to create humor within art pieces
- * artists can bring relevance to an image by the way they represent it
- * Michael Senise's *King Bong* series

KING BONG



2013, inkjet print

Man Hangs King Bong Banner



2013, installation

King Bong Banner on Building



2013, installation

Is That King Bong in my Cappuccino foam?



2013, inkjet print

King Kong Puzzle



2013, inkjet

Not Everyone Loves King Bong



2013, GIF

Child Draws King Bong on Chalkboard



2013

Pop Artist Exhibits King Bong Screen Prints



2013, Documentation

King Kong Billboard



2013, inkjet print

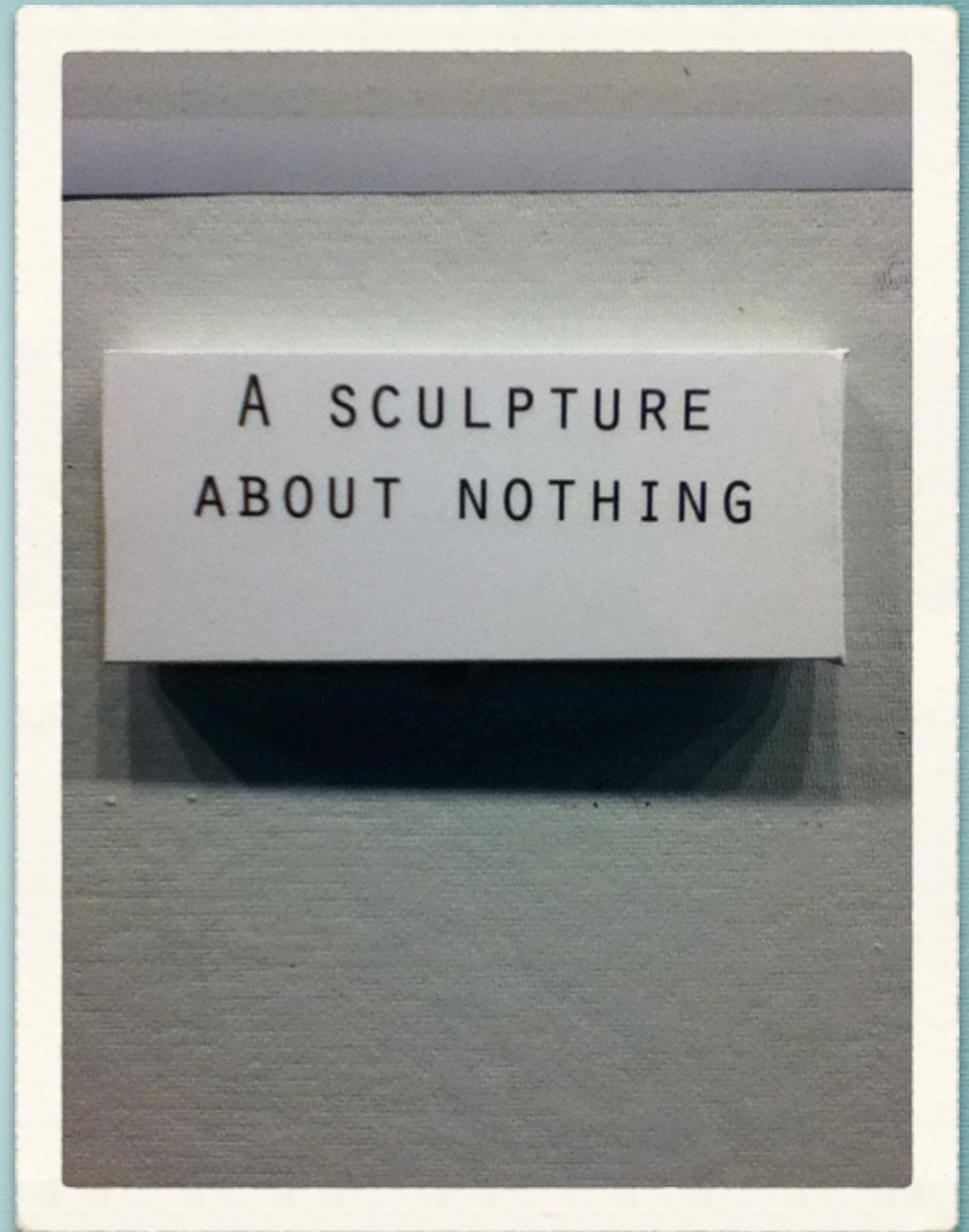
GIVING AN OBJECT RELEVANCE

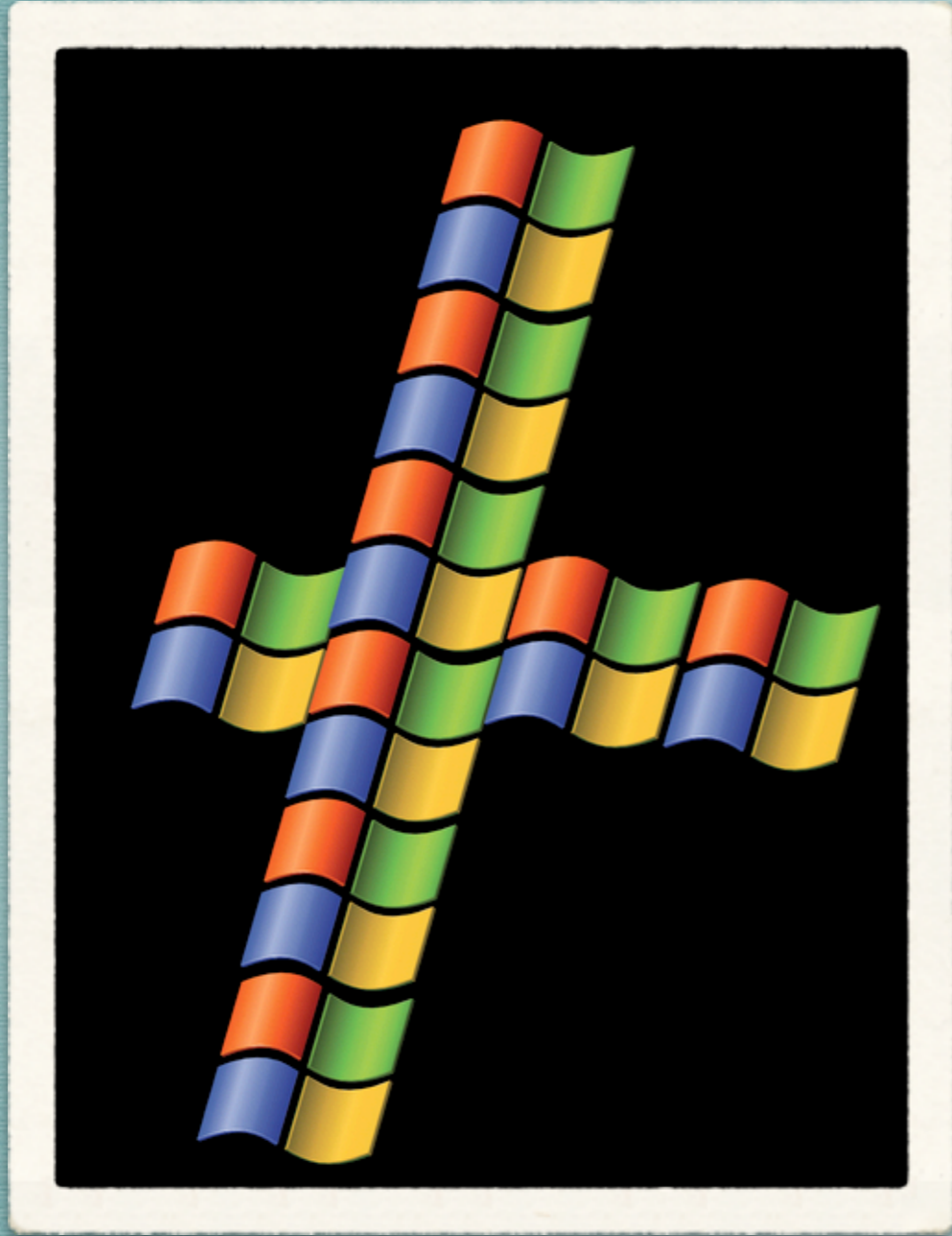
additional work

Michael Senise

A Sculpture About Nothing,

2011





Michael Senise

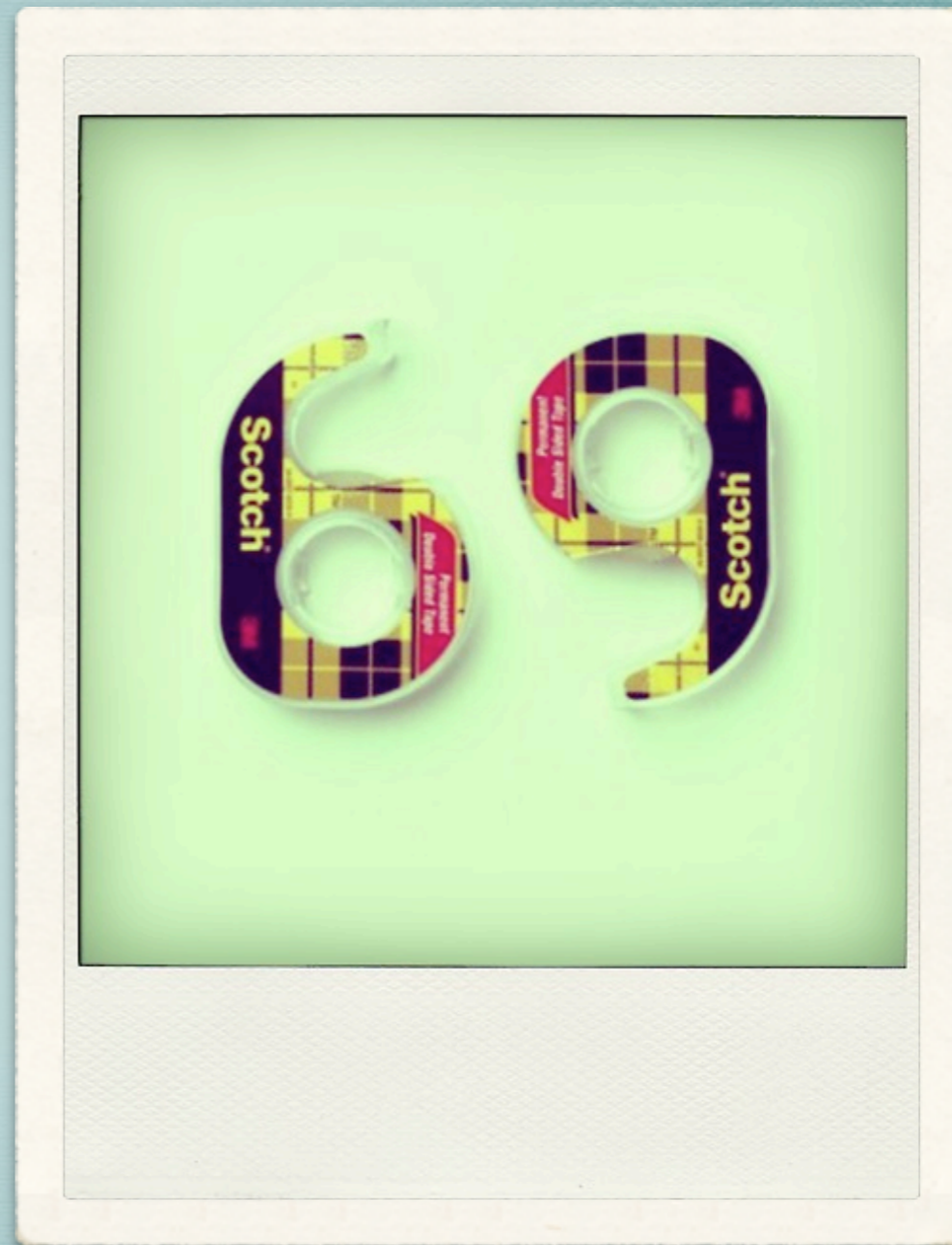
Windows to Heaven,

2013

Michael Senise

Sex Tape,

2013



Andy Warhol

Campbell's Soup Cans,
1962





Andy Warhol

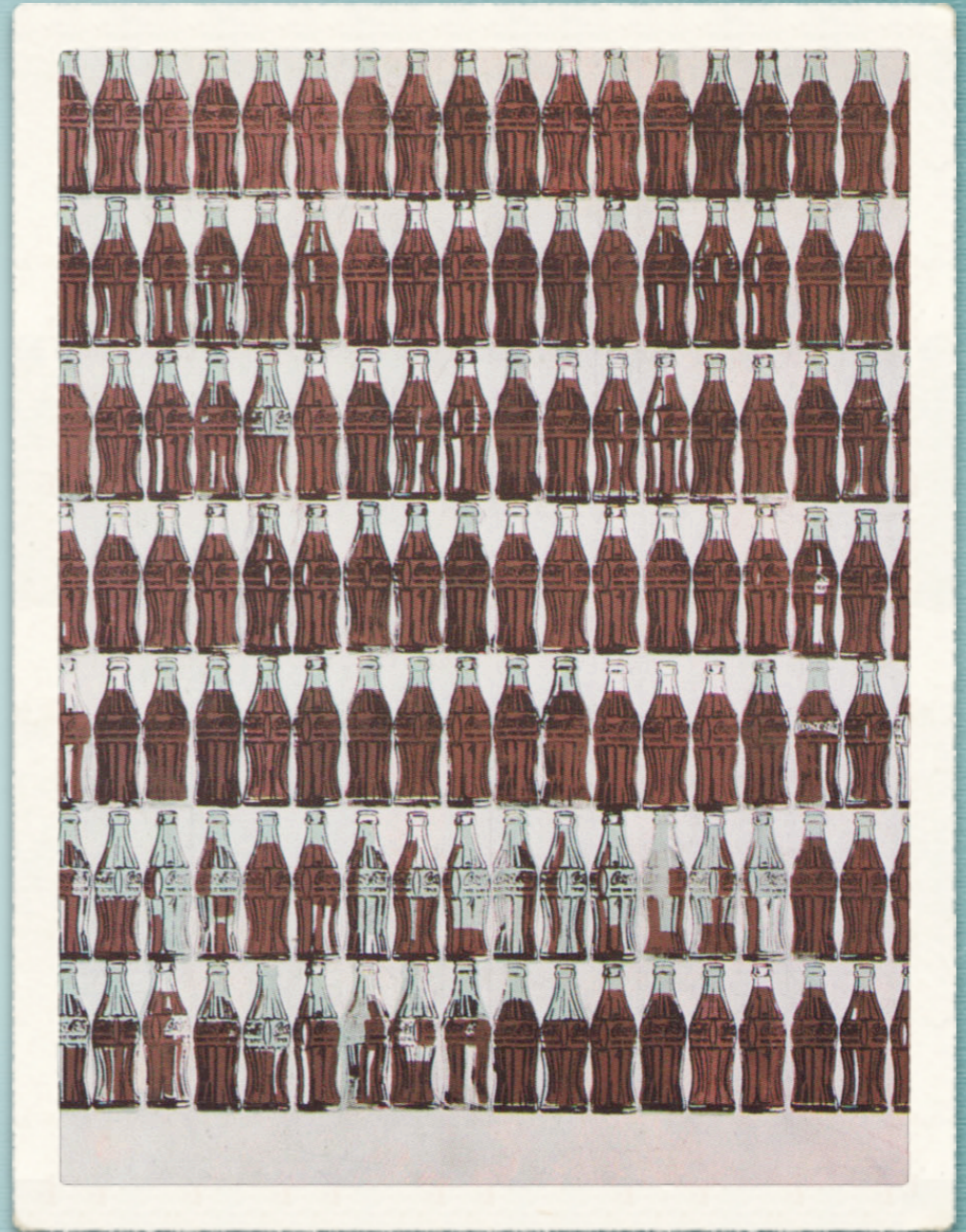
Brillo,

1964

Andy Warhol

Coca Cola,

1960



CONCLUSION

- * Many artists challenge the traditional definition of fine art and what its function was to society
- * artists are able to express themselves through strategies of propaganda, pop art, and many other methods
- * appropriation plays a huge part in taking works out of their original contexts and put into new ones