

Brief History of Art and design

20th-21st century

03 POP ART AND POP DESIGN IN THE SPACE AGE

(1955–1970)

KEY

for English lesson



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SUPŠ:UH



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LISTENING

KEY

Listening Exercise: Focus on Understanding

Matching Words to Definitions:

1. Pop Art, and where did it originate

Pop Art is an art movement that emerged in the 1950s and became popular in the 1960s. It originated in the United States and the United Kingdom.

2. Name at least two famous Pop Art artists mentioned in the video.

Andy Warhol and Roy Lichtenstein.

3. How does Pop Art differ from traditional fine art

Pop Art uses imagery from popular culture and mass media, whereas traditional fine art typically focuses on historical, religious, or high culture themes.

4. What role do everyday objects play in Pop Art

Everyday objects are used to challenge the distinction between high art and popular culture, making art more accessible.

5. How did Pop Art reflect or criticize consumer culture

Pop Art both celebrated consumerism by elevating familiar products and critiqued it by exposing the superficiality and commercialization of society.

Gap-Filling Exercise Answers

1. Everyday

2. Andy Warhol

3. Popular

4. Critique

5. Bright

Factual Questions

- 1. During which decades did Pop Art flourish**
The 1950s and 1960s.
- 2. Some recurring themes or materials in Pop Art**
Themes include consumer culture, mass media, and advertising. Materials often include images from comic books, advertisements, and ordinary products.
- 3. Which iconic artwork by Andy Warhol is considered a symbol of the movement**
Campbell's Soup Cans.
- 4. How did Roy Lichtenstein's work differ in style from Warhol's**
Lichtenstein's work often mimicked the style of comic books, using Ben-Day dots and bold, graphic lines. Warhol's work was more focused on mass production and celebrity culture.
- 5. Why is Pop Art seen as both a celebration and a critique of consumerism**
Pop Art celebrates consumer culture by elevating common products to art status, but it critiques it by highlighting the shallow, commercial aspects of society.

Useful Vocabulary Answers

- 1. Consumerism** – The emphasis on acquiring goods and services in ever-increasing amounts.
- 2. Iconic** – Widely recognized and representative of a specific period or cultural idea.
- 3. Mass Production** – The process of manufacturing large quantities of standardized products.
- 4. Critique** – An analysis or evaluation of a subject.
- 5. Aesthetic** – Relating to the appreciation of beauty or artistic expression.
- 6. Bold** – Striking or strong in appearance, often in colour or design.
- 7. Accessible** – Easy to understand or available to all.
- 8. Juxtaposition** – Placing two elements close together for contrast.
- 9. Cultural** – Pertaining to the customs, ideas, and social behaviour of a society.
- 10. Satire** – The use of humour or irony to critique or expose something.

Debate Question Answers

- 1. Does Pop Art elevate everyday objects to high art, or does it trivialize traditional art forms**
Pop Art elevates everyday objects by giving them artistic value and challenging traditional ideas of what can be considered art.
- 2. Should art always have a deeper meaning, or can it be purely visual and entertaining**
Art can be purely visual and entertaining; the meaning is subjective and can be found in the viewer's personal interpretation.
- 3. How does Pop Art influence advertising and marketing today**
Pop Art's use of familiar imagery, bold colours, and mass media references has heavily influenced modern advertising and marketing by making them more visually striking and relatable to consumers.
- 4. Is consumerism a valid theme for art, or does it dilute the meaning of creativity**
Consumerism is a valid theme as it reflects modern society and challenges artists to critique or celebrate how products and media influence people.
- 5. Should art movements like Pop Art remain in museums, or should they integrate into everyday life**
Art movements like Pop Art should be integrated into everyday life to make art more accessible and relevant to the public, while also being preserved in museums for education and historical context.

READING

KEY

Vocabulary Activity

1-D, 2-B, 3-A, 4-C, 5-E, 6-F, 7-G, 8-H, 9-I, 10-J

Gap-Filling Exercise

1-movement, 2-advertisements, 3-blurred, 4-inspired, 5-consumerism, 6-iconic, 7-accessible, 8-imagery, 9-satire, 10-critique

True or False Statements

1-F, 2-T, 3-F, 4-T, 5-F, 6-F, 7-T, 8-T, 9-T, 10-F

SPEAKING

KEY

Sample answers:

1. Discussion Questions

What are the main characteristics of Pop Art?

Pop Art is characterized by its use of bright colours, bold lines, and imagery taken from everyday consumer goods, advertisements, and popular culture. It often uses mass-produced objects and combines them with traditional art forms like painting or sculpture. Artists like Andy Warhol and Roy Lichtenstein used familiar images like soup cans, comic strips, and celebrities in their works.

How does Pop Art reflect modern society?

Pop Art reflects modern society by embracing consumerism, mass production, and the media. It shows how modern life is influenced by advertisements, consumer products, and celebrity culture. It often blurs the line between high art and commercial art, suggesting that what we consume—whether food, entertainment, or fashion—shapes our identity.

Do you think Pop Art is still relevant today? Why or why not?

Yes, Pop Art is still relevant today because its themes are timeless. The focus on consumerism, the influence of advertising, and celebrity culture are still very much a part of our daily lives. In fact, social media and digital advertising have made these themes even more prevalent, making Pop Art feel even more connected to our modern world.

If you were a Pop Art artist, what kind of objects or images would you use in your artwork?

If I were a Pop Art artist, I would probably use modern objects like smartphones, fast food logos, and social media icons. These items have become as familiar and influential in our lives today as soup cans and Coca-Cola bottles were in Warhol's time. I'd want to comment on how these items dominate our attention and shape our culture.

2. Debate: Celebration or Critique?

Team arguing that Pop Art celebrates consumer culture:

Pop Art celebrates consumer culture by elevating everyday objects into art. Andy Warhol's famous Campbell's Soup Cans is a perfect example. Warhol doesn't criticize the soup can; instead, he takes something ordinary and makes it a symbol of mass production and consumer choice. His works show how consumer products are embedded in our lives and have become icons in their own right. Pop Art embraces this aspect of modern life, finding beauty in the things that we consume.

Team arguing that Pop Art critiques consumer culture:

While Pop Art uses consumer goods and imagery from advertising, it often critiques the very culture it depicts. Richard Hamilton's *Just What Is It That Makes Today's Homes So Different, So Appealing?* shows how modern life is shaped by consumerism, yet it also comments on the superficiality and emptiness of mass consumption. The use of these products in art draws attention to how we are influenced by advertising, mass production, and corporate power, suggesting a critical stance toward consumerism.

3. Role Play: Art Exhibition Curators

Curator:

Welcome to our Pop Art exhibition! One of the highlights of this show is Andy Warhol's *Marilyn Diptych*. This work reflects Warhol's fascination with celebrity culture. He uses repetition of Marilyn Monroe's image to show how celebrities are mass-produced, much like consumer goods. By repeating her image in bright colours, Warhol questions the way the media and advertising create artificial, larger-than-life personas.

Visitor:

I see. So, does this work criticize celebrity culture, or is it just celebrating it?

Curator:

It's a bit of both. Warhol seems to celebrate the mass production of images and the way celebrities are packaged for consumption. At the same time, by repeating her image in such an impersonal way, he might be commenting on how celebrities become dehumanized, turned into products we consume without really knowing them.

4. Describe and Analyse an Artwork

Artwork: Andy Warhol's *Marilyn Diptych*

This piece shows a portrait of Marilyn Monroe, divided into two parts: on the left, we see a series of repeated images of her face in bright, vivid colours, and on the right, the image is in black and white, with some of the faces fading. The repetition of Marilyn's image mirrors the way celebrities are endlessly reproduced in the media. The bright colours are typical of Pop Art, and they make her seem like a product on display, just like a commercial item. The fading effect on the right could symbolize the fading of her image over time or the emptiness behind the facade of fame. I think Warhol is both celebrating her as a cultural icon and commenting on the way fame and celebrity culture are manufactured.

Do you like the artwork? Why or why not?

I like the artwork because it captures the essence of celebrity culture in a way that makes you think. The repetition of Marilyn's image makes you aware of how much we see and consume these images every day. However, I also find it a bit unsettling because it reminds me how little we actually know about the celebrities behind the images.

5. "Pop Art in Today's World" – Mini Presentation

Topic: How would Pop Art look today with modern brands and celebrities?

If Pop Art were created today, it would likely focus on modern consumer culture, using logos from social media platforms, technology brands like Apple or Samsung, and images from the digital world. Instead of classic icons like Campbell's Soup, artists might use images from apps like Instagram, TikTok, or Snapchat. The focus would shift towards how digital culture and branding influence our daily lives, shaping our identities in ways that are more invisible yet more pervasive than ever. Artists could explore how companies use social media influencers in the same way Warhol used celebrities to promote their products and create a certain lifestyle.

WRITING

KEY

Sample answer:

Pop Art – A Celebration or a Critique?

Pop Art is a movement that reflects mass culture, but its meaning depends on the artist's perspective. Andy Warhol, one of the most famous Pop Art figures, celebrated consumer culture rather than critiquing it. He found beauty in everyday objects and transformed them into art, showing how consumer goods shape modern life.

One of Warhol's most iconic works, *Campbell's Soup Cans* (1962), exemplifies this approach. By repeating the image of a simple soup can, he blurred the line between commercial products and fine art. Rather than criticizing mass production, Warhol embraced it, treating consumer goods as symbols of American identity. His fascination with celebrities, such as in *Marilyn Diptych* (1962), further highlights his admiration for fame and mass media.

In conclusion, Andy Warhol's work presents consumer culture as something to be appreciated rather than condemned. His art does not question consumerism but rather elevates it, showing that everyday items and popular figures can be as meaningful as traditional art subjects.

VOCABULARY

KEY

Matching exercise 1.:

1. Consumerism – R
2. Mass culture – E
3. Icon – M
4. Commercial – O
5. Repetition – D
6. Celebrity culture – I
7. Graphic design – K
8. Advertising – C
9. Mass production – P
10. Branding – H
11. Bold colours – T
12. Collage – K
13. Iconography – Q
14. Cultural commentary – V
15. Re-contextualization – W
16. Printmaking – F
17. Irony – N
18. Visual culture – E
19. Mass media – U
20. Commercialization – A
21. Pop icon – B
22. Abstract – J
23. Art movement – G
24. Consumer goods – L
25. Critique – S