



## Warhol (Basic Art Series 2.0)

*Klaus Honnef*

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**Pop star: Soap boxes and celebrities**

**Andy Warhol** (1928–1987) is hailed as the most important proponent of the **Pop Art** movement. A critical and creative observer of American society, he explored key themes of **consumerism, materialism, media, and celebrity**.

Drawing on contemporary advertisements, comic strips, consumer products, and Hollywood's most famous faces, Warhol proposed a **radical reevaluation of what constituted artistic subject matter**. Through Warhol, a Campbell's soup can and Coca Cola bottle became as worthy of artistic status as any traditional still life. At the same time, Warhol **reconfigured the role of the artist**. Famously stating "I want to be a machine," he systematically reduced the presence of his own authorship, working with **mass-production methods and images**, as well as dozens of assistants in a studio he dubbed **The Factory**.

This book introduces Warhol's multifaceted, prolific oeuvre which **revolutionized distinctions between "high" and "low" art** and integrated ideas of living, producing, and consuming that remain central questions of modern experience.

## **About the Series:**

Each book in TASCHEN's Basic Art series features:

- a detailed chronological summary of the life and oeuvre of the artist, covering his or her cultural and historical importance
- a concise biography
- approximately 100 illustrations with explanatory captions

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