



More than 150 Pop Art works including furniture, paintings, and everyday objects, go on view at the Orange County Museum of Art

Pop Art Design
January 7 – April 2, 2017

NEWPORT BEACH, CA—In the late 1950s, Pop Art burst onto the art scene with nothing less than a bang. On January 7, 2017, the Orange County Museum of Art opens **Pop Art Design** with more than 150 artworks that are bold, bright, and familiar. Pop Art influenced furniture and architecture, as well as everyday objects. Sofas, lamps, and paper bags became topics of artistic reflection and developed into a genre that moved beyond visual art and included both graphic design and industrial design. **Pop Art Design** is the first comprehensive exhibition examining the inspirations and cross-references between art and design that continue to shape our society today. The exhibition is on view January 7 through April 2, 2017.

Pop Art is one of the most influential art movements since 1945 with a fundamental element of dialogue between design and art. **Pop Art Design** features artworks from international museums by artists Andy Warhol, Claes Oldenburg, Roy Lichtenstein, Ed Ruscha, Richard Hamilton, and more; juxtaposed design objects by designers such as Charles and Ray Eames, George Nelson, Achille Castiglioni, and Ettore Sottsass; as well as extensive ephemera.

"We are excited to host this international exhibition that examines the intersection between Pop art and design," stated OCMA Director and CEO Todd D. Smith. "OCMA is the only west coast venue for this exhibition, and we are pleased to complement the work in the exhibition with important works from our own collection."

Some of the highlights of the exhibition include George Nelson's *Marshmallow Sofa* (1955); Andy Warhol's iconic *Campbell's Soup Cans II* (1969); Studio 65's *Leonardo* sofa which has rarely been exhibited since it was first produced in 1969; Allen Jones's provocative *Chair* (1969); Verner Panton's *Cone Armchair K3* (1959); Superstudio's Passiflora floor or wall lamp (1966), and notable album covers from the 1960s.

OCMA will enhance the exhibition with several original artworks from its own collection including paintings by Andy Warhol, Jasper Johns, and Ed Ruscha, as well as iconic sculptures such as *Wedding Souvenir* (1966) by Claes Oldenberg and *Eraser* (1967) by Vija Celmins.

"Vibrant and innovative, while also a playful commentary on consumer culture, this exhibition demonstrates the extraordinary influence of the Pop sensibility on all aspects of day to day life," stated OCMA Senior Curator Cassandra Coblentz.

Pop Art's influence on furniture, graphic design, and architecture has until this point received limited attention. This exhibition unites artworks and design objects, along with photographs, documents, films, and texts. With this variety of material, **Pop Art Design** demonstrates how design in the early 1950s anticipated later elements of Pop Art when both artists and designers explored the motifs of the emerging consumer society. Objects of daily use were transformed into artistic pictorial motifs and sculptures while designers, in turn, availed themselves of artistic strategies like quotation, collage, and irony to develop a new aesthetic for everyday objects.

Pop Art shaped a new sense of cultural identity, with a focus on celebrity, mass consumer production, and the expanding industries of advertising, television, radio and print media. **Pop Art Design** offers new insights into the pop phenomenon: the migration of motifs between art and design; the relationship between everyday object and image; and how everyday life first came under the still-dominant influence of pop culture.

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Catalogue

The exhibition is accompanied by a lavishly-illustrated catalogue published by Vitra Design Museum. It features essays by Diedrich Diederichsen, Brigitte Felderer, Steven Heller, Thomas Kellein, Bettina Korintenberg, Tobias Lander, Marco Livingstone, Mathias Schwartz-Clauss and Dario Scodeller.

Exhibition Credit

Pop Art Design is organized by the Vitra Design Museum in collaboration with the Louisiana Museum of Modern Art, Denmark, and the Moderna Museet, Stockholm.

Funding Credit

Support for this exhibition is provided by Pamela Schmider.

Installation support provided by Peter Blake Modern.

Images: **Studio 65**, *Leonardo*, 1969, Vitra Design Museum. **Andy Warhol**, *Mao* (detail), 1972, Orange County Museum of Art, gift of Ulrike Kantor. **Superstudio**, *No. L 09 / Passiflora*, 1966; Vitra Design Museum.

OCMA INFORMATION

Wednesday – Sunday, 11 am – 5 pm; with extended hours Friday, 11 am – 8 pm. Admission: Adults \$10, seniors and students \$7.50, children 12 and under are free. Fridays are free to the public and parking is always free. Orange County Museum of Art is located at 850 San Clemente Drive in Newport Beach, CA. For additional information, call 949.759.1122 or visit www.ocma.net.