

MID-TERM PAPER: N.Y.C. RESEARCH STUDY  
CREATIVE SEMINAR II-Prof. BRANDA MILLER  
CHUNG KYU KIM  
-MAR.17,1997.

For New York City Research Study, I chose a gallery in Soho exhibiting Pop artists' works. Martin Lawrence Modern Gallery has many works of Pop Art. I really wanted to see works of James Rizzi and Andy Warhol. They are my favorite artists who make me smile. I have had a deep impression by their work because it was the first time to see their real work. The bright color, silk screen, idea, and layout like designing impressed me as a designer. Now, as an artist, their works also make me moved because James Rizzi and Andy Warhol tried to find new concepts, new style, and their own artistic sense.

James Rizzi (1950-) was born in Brooklyn, New York. In truth, James Rizzi is not a Pop artist, but he has affected by Pop Art. In his work, I have felt his natural, childlike, and frank mind. Rizzi uses bright colors and childlike painting, and applies his circumstance as his main concept. His friends, cats, taxi driver, New York city, and so on are his objects for his art works. An artist has to find his own style and develop it. Rizzi is one of artists who found their own style. You can see his mind, life and artistic vision when you see his works.

Rizzi was torn between painting, sculpting and print making, and in an effort to combine the three, he discovered the 3-D construction concept. Because people were so fascinated by his innovative technique and his invigorating personality, Rizzi wants to be accessible to everybody. His main focus is to bring joy to people's lives and smiles to their faces. He insists that his art work remain affordable.

Clearly the most important and influential artist of the past quarter century, Andy Warhol(1930-87), the master of Pop Art, maintained a level of creativity that is already legendary. Warhol took cartoon images and commercial images like movie stars and singers for his works. When I saw his silk-screened work, THE STAR, which has an image of a singer in MLM Gallery, I could understand why he became popular. He challenged the existing fine art with anti-art method, silk screening, which repeatedly produce same images. His work exists between life and art. The subject matter, forms and media of his works reveal the essential characteristics of a cultural atmosphere and way of life. Warhol also tried to find new concepts from commercial objects. That is to say, in the early 1960s Warhol adapted the commercial process of silk screening to the

world of fine art, creating masterpieces such as 210 Coca-Cola Bottles. It was also at this time that Warhol first painted the Campbell's Tomato Soup Can, which was to become his most famous image. I highly admire his effort of trying new way for realizing his artistic vision. Warhol matured into Modern Master status with major works of art such as Myths, cowboys and Indians, and the Campbell's Soup Box paintings. Throughout his life, Andy Warhol was truly the greatest of Pop Art. His innovations have greatly affected art in the 90s.

You may have a question about what Pop Art and the styles of Pop art are. Pop Art actually began in London during the mid-1950s. Nevertheless, the central figures among the Pop artists are all Americans, and the movement reached its climax in New York during the 1960s. Marcel Duchamp was still active at this time and exerted strong influence on the new generation. Pop Art derives much from Dadaism, born from a similar period of frustration. The term Pop Art was first used by English critic Lawrence Alloway in a 1958 issue of Architectural Digest to describe works celebrating mass production, advertising and consumerism. The leading Pop pioneers include Robert Rauschenberg, Jasper Johns, Roy Lichtenstein, Claes Oldenburg and, of course, Andy Warhol. Pop Art reacted to the phenomenon of depersonalization in mass society with styles which were equally impersonal. The media had changed the relationship between individual subjectivity and mass consciousness, and Pop Art therefore also wished to redefine the role of individuality in art. Pop Art conceptions of style stem from one of art's central themes, for instance, the image, the act of painting, the painting itself, painting materials, packaging, art history, parody, abstraction, and composition. Pop Artists saw their work as anti-art, at least in relation to traditional notions of art. The styles of Pop Art were products of the artists' development of technique and choice of subject matter. Their stylistic subjectivity and individuality, however, were neutralized by the anonymity of the environment to which their art responded. Pop Art followed various paths, some of them leading in opposite directions. Work whose forms and subject matter referred to the structures and methods of the mass media by actually using mechanical techniques of reproduction, industrial methods of manufacture or paintings. the reference to the media takes place primarily through an analysis of their content, and the formal reference is simulated by means of various techniques. Both these methods exemplified the intellectual side of Pop Art.

Through James Rizzi's works and Andy Warhol's works, I found something in common with artistic vision. They tried to find new ways and develop their own artistic styles by way of existing art styles. As for me, I must experiment and challenge the existing art to find my own artistic style. Ideas do not come from empty brain. As if

James Rizzi found his ideas from his circumstance and Andy Warhol used commercial objects as graphic sources, I also need to find a way to create ideas and to develop ideas. As an artist, the main thing I need, is self-confidence and self-consciousness.