



warhol AND THE West

RODEO JOE'S FAMILY GUIDE



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© Andy Warhol with his Dachshund Archie, Jack Mitchell, Photograph, 1973, (CC BY-SA 4.0)

The Art of Andy Warhol

CHILDHOOD AND EDUCATION

Andy Warhol began making art as a young boy. Movies were a big influence on Andy's art. Western movies were very popular in the 1930's when Warhol was a boy and his childhood was filled with frequent Saturday morning trips to the local theater. This may have been the beginning of his love of the American West and Western Culture! When Andy was in high school others began to recognize his artistic talent. Andy continued on to college where he studied pictorial design. **Pictorial design** is illustrating or expressing something with pictures.

COMMERCIAL ART

After graduating from college Andy Warhol moved to New York City and became a very successful **commercial artist**, creating art used for advertising. The goal is to use art to help sell products. Commercial artists may design things like packaging labels or magazine advertisements. Andy used the blotted-line technique in his drawings. The **blotted-line technique** is created by applying liquid ink to a drawing and pressing it onto a new page. This allowed Andy to transfer his drawings and create multiple versions. Warhol also used **rubber stamping** to create repeated patterns in his drawings.

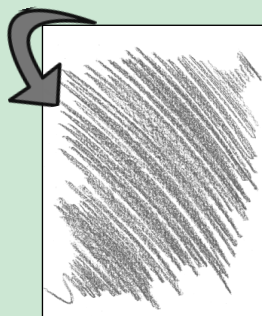
What kind of advertisements do you see every day?

Have you ever thought of advertisement designers as artists?

TRY IT YOURSELF!

Try creating copies of your drawings at home!

1. Create a drawing using a pencil.
2. Flip your paper over and use your pencil to scribble on the back where the drawing would be.
3. Place another piece of paper under your drawing and trace your original drawing.



The pressure from tracing will create a copy on the new piece of paper! With multiple versions of your drawings you can experiment with printing like Andy Warhol.

POP ART

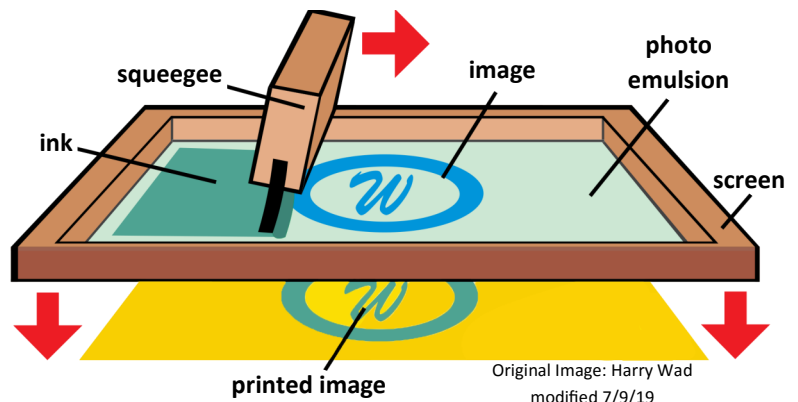
Andy Warhol became a very successful commercial artist for Columbia Records, NBC, Tiffany & Co. and more! By the late 1950's, he began to experiment with Pop Art in hopes of becoming a professional fine artist. **Pop Art** focuses on incorporating everyday life and common objects into fine art. Usually pop art includes bold colors and simple designs. Pop artists may include celebrities, comic strips, or everyday objects, such as soup cans or soft drinks, in their work.

SILKSCREEN PRINTING

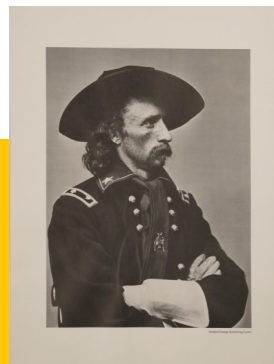
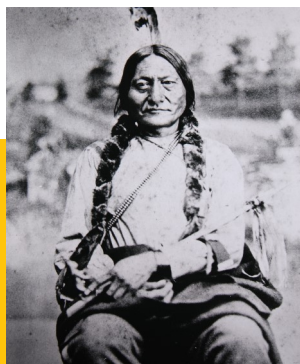
Look around the exhibit, do you see any images of everyday objects? Do you see any celebrities?

Andy Warhol began using another art technique called **silkscreen printing** to add images from popular culture in his art.

Photo emulsion is used to copy photographs onto screens so that they can be printed many times. A squeegee is used to spread the ink so that ink passes through the image creating a copy. Because of this, each of Andy's silkscreen artworks has a **source photograph**, a picture that was used to create the image on the screen.



Can you match the artworks to their original source photographs?



Match your favorite screen print in the exhibit to its source photograph.

DISCUSS: Elvis Presley was a famous rock star. He is remembered for his rock-and-roll music but he was also an actor. Look at the posters of Double Elvis. How is Elvis dressed? Notice how he is standing. Elvis is portrayed as a cowboy! How can you tell he is a cowboy? Why would Andy Warhol choose to show Elvis like this?

EXAMINE: Find the photographs of American Indians taken by Edward Curtis. These photographs were taken in the late 1920's. Examine the photograph *Old Eagle— Oto*, how is the man posed? What expression does he have? Compare this photograph to Warhol's *The American Indian (Russell Means)*. Do you see similarities? Edward Curtis' photographs influenced Andy Warhol.

FIND: Andy Warhol was a collector. This exhibit has many of the Western and American Indian artifacts that Warhol collected throughout his life. Within the exhibit can you find an **Apache water bottle, alarm clock, and a sheriff's badge**?



- Andy Warhol filled his home with all of his artifacts. Look at the image of his home. What objects do you recognize?
- As a child Andy created scrapbooks. Find his childhood scrapbook filled with movie stars. Andy loved film stars! What kind of photographs would you put in a scrapbook?
- Andy had another way of collecting, he took photographs of people, places, and objects he saw on his travels! He stored all of his photographs in books that were organized and numbered. *Little Red Book #135 Native American Artifacts* is filled with photographs of American Indian artwork and artifacts. Why do you think Andy took photographs?

Why do you think Andy collected all of these items? Do you collect anything?

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