

Pop Art

Pop Art as an art movement emerged in the mid 1950's in Britain, however gained its popularity later on in the United States. It was a response to post World War II consumerism culture and the access of advertisement in media. The movement is defined by a distinct visual style that purposefully mimics the commercial media elements to quickly grab the viewer's attention. It uses vibrant colors that are unusual for that specific object, which will also be flat and unmixed as if trying to escape all of the personal touch that is popular in other movements. All of this is done to further highlight the consumerism and mass production which hit its peak at the time and show the sense of individuality that comes when everyone falls victim to mass advertisement. Some of the key artists include Andy Warhol – a leading figure in the movement, who was known for using celebrity images and often using screen-printing as a way to convey his message, as well as Roy Lichtenstein who was famous for his comic-style that used dots as a shadowing technique.

