



EXHIBITION

POP ART

ANDY WARHOL AND CO



CURATOR OF THE EXHIBITION


Jean-Christophe Hubert graduated from the Faculty of Philosophy and Humanities at the University of Liège, specializing in Modern Art History. He began his career in 1996 with the nonprofit organization Art&Fact and teaches at the Centre de Formation permanente des Classes moyennes et des PME Liège-Huy-Waremme. As a curator or consultant, he has participated in exhibitions at the Musée du Chapitre de Soignies, the Abbaye du Val-Dieu, the Château d'Aigremont, and the Musée d'Art moderne de Liège for the Ministry of Heritage of the Walloon Region. In 2000 he became curator of the Val-Dieu Abbey Museum of Art and History. Inside this magnificent 13th-century building, he will open an exhibition devoted to Rembrandt's engraved works and establish a collaboration with the Rembrandt House in Amsterdam.

A doctoral student at the Fonds National de la Recherche Scientifique (National Fund for Scientific Research) of the University of Liège, he then devoted himself to research before finally devoting himself to curating exhibitions. He developed this orientation within the nonprofit organization Collections et Patrimoines. As art director, he led exhibitions such as Pierre-Paul Rubens in Eupen, Leonardo da Vinci in Brussels, and Sos Planet in Liège.

Curator of the Brussels Museum of Letters and Manuscripts until 2012, he participated in the development of this Brussels cultural hub and saw the opening of seven prestigious exhibitions, including Georges Simenon, Bruxelles Capitale des Arts and L'étincelle surréaliste. Nearly twenty lectures attracted large audiences and prestigious speakers such as Jacques Bredael, Hervé Hasquin, Marc Eyskens, and Patrick Weber.

At the same time, he has developed projects at such notable sites as the Oud-Sint-Jan site in Bruges, the Château de Waroux in Ans, the Malmundarium in Malmedy, and the Pouhon Pierre le Grand in Spa, and he specializes in curating and staging museums and exhibitions.

In 2010, Jean-Christophe Hubert became curator of the Pablo Picasso Collection in Bruges, at the famous site of the former Hôpital Saint-Jean. He has curated exhibitions devoted to Félicien Rops, Auguste Rodin, Claude Monet, Auguste Renoir, Edgar Degas, Jean-Michel Folon, Salvador Dali, Joan Miro, Henri Matisse, Marc Chagall, René Magritte, Pol Bury, and Pierre Alechinsky. He has curated more than 120 exhibitions of 19th- and 20th-century art, including, most recently, the Pablo Picasso exhibition at Palazzo Paesana in Turin. He is the author of more than 30 books on art. His favorite subject is the work and personality of artists in front of their audience.





FOR TOURISM AND SCHOOLS

These exhibitions are an educational tool for exploring art and sharing it with children. The presentation of original works and the use of specific educational tools such as games, crafts, and books provide a fun way to explore an artist, an era, or a technique.

These are not art workshops proper, and the goal is not to learn a technique or artistic style, but rather to stimulate the imagination, educate the child's eye, and have fun doing what the artist does, in order to better understand his or her work. In this way, children learn to see, feel and decode works of art on their own. Art as a way to grow, to learn about others and ourselves. Art for enjoyment. Art to better understand our world, our society, the image it conveys and why. Art that we can dissect to better appreciate it.... Art that helps us learn to live together.

The tools

Children's panels. In the exhibition setting, panels were designed especially for children and games were created especially for them.

Free brochures for families. All families with children will receive a free 12-page booklet with games for their children during the exhibition. Thus, while parents visit the exhibition, children can play games to discover the same works in a different way, with an educational approach. The goal is to make the visit as enjoyable as possible for young people.


A downloadable educational package. To prepare for the visit or to extend the exploration at home, families and schools can download an original educational packet. The download is free of charge.

The different programs offered

For the general public: visit the exhibition with the help of a small "guidebook" and participate in workshops led by project leaders and related to the themes of the permanent and temporary exhibitions.

For school groups: children, divided into small groups, visit the exhibition. The exhibition is led by animators. They encourage children to watch, explore and experience the exhibition, as well as to express themselves and engage in dialogue.

For current and future educators: Guided tour of the exhibition and discussion with project leaders (by appointment).



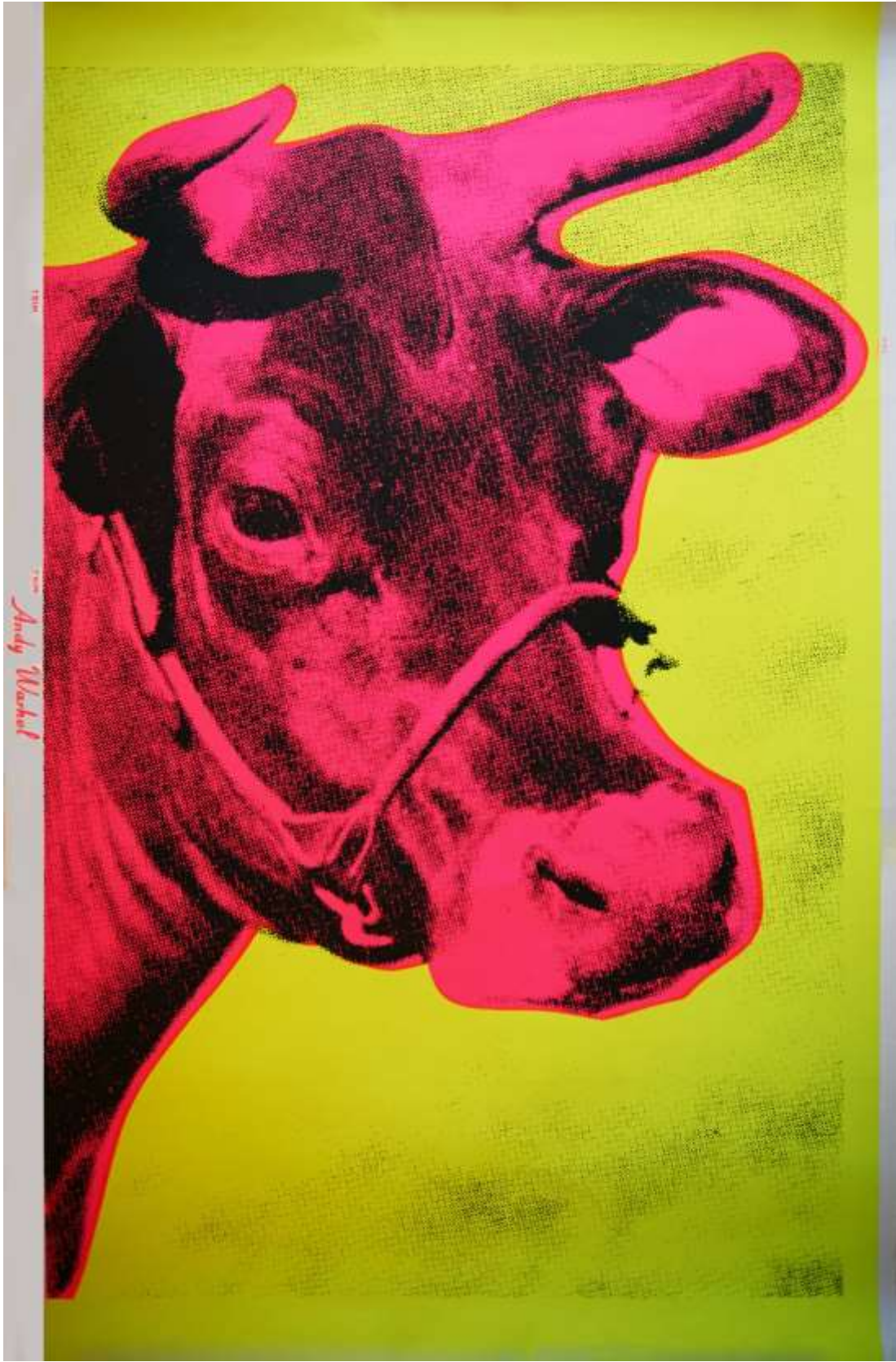
Better understand those around us

The main goal of this exhibition is to enable the general public, and especially young people and children, to discover art, its history, and its fascination through a concept that meets their expectations. Unfortunately, too many exhibitions are designed without children in mind. The permanent exhibition, designed entirely for children, presents a two-level itinerary that allows children to discover works by Picasso, Matisse, Chagall, Miró, Folon, Braque, Magritte, Dali, etc. The route plays an educational role, encouraging visitors to extend their discovery by reading, traveling or visiting other exhibitions...

One of the project's priorities is to desacralize the relationship with art, without oversimplifying it and integrating it into social practices. The goal is to encourage open-mindedness to differences, cultures and the environment by developing an artistic and cultural dynamic among children, families and even the general public.

The goal of this project is to provide an opportunity to learn more about ourselves and those around us. The exhibits are participatory and fun. The entertainers play a key role. They bring the exhibition to life, creating an atmosphere of trust, giving children a voice and encouraging them to listen attentively and warmly so that they can express their feelings about the artworks.





POP

ART EXHIBITION AROUND ANDY WARHOL

EXHIBITION FEATURES

The exhibition brings together 160 pieces: prints, drawings, posters, lithographs and photographs by Andy Warhol, Keith Haring and other Pop Art artists, all original and validated by the estates.

ABOUT THE EXHIBITION

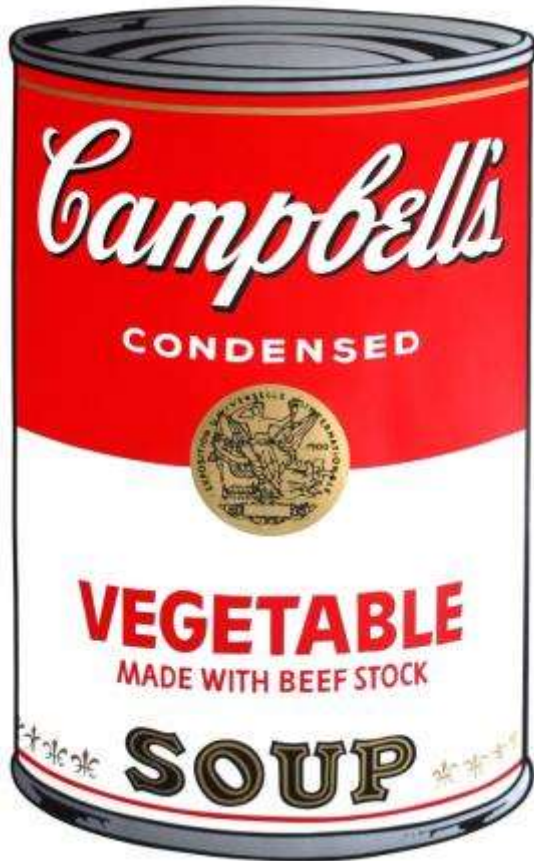
This Andy Warhol exhibition presents nearly 100 original works by the American artist. The tour covers themes dear to Andy Warhol's heart: Campbell's Soup Cans, early consumer goods, advertising, the birth of Pop Art, Marilyn Monroe, "Superstars" and the fear of death.

Andy Warhol, whose real name was Andrew Warhola, came from a modest family of Slovakian origin who immigrated to Pittsburgh, Pennsylvania, in the 1920s. Afflicted at the age of nine with chorea, a disease affecting the nervous system, he was always in poor health.

Fascinated by the stars of the silver screen, Warhol frequented local cinemas with his three brothers. From an early age, he was fascinated by movie stars. Warhol maintained a long love affair with the seventh art, collecting numerous advertising clichés illustrated with photos of Marilyn Monroe, Elizabeth Taylor, Greta Garbo and Brigitte Bardot.

In the 1950s, Warhol published books such as "In the Bottom of My Garden" on a self-publishing basis, hand-colored and produced in very small quantities using the technique employed before the invention of color printing. The coloring was done by Warhol's friends during evenings at "Serendipity 3", the café where Warhol's works were exhibited at the time. This illumination technique was inspired by the plates in Granville's book "Les fleurs animées" (1847), a copy of which Warhol owned. In the late 1950s, he founded Andy Warhol Enterprises Inc. had a nose job and bought a townhouse on Lexington Avenue, where he set up his studio and moved in with his mother.





AN EXHIBITION FOCUS
CONSUMER OBJECTS

After studying advertising design at Pittsburgh's Carnegie Institute of Technology, the artist moved to New York and took the name Andy Warhol. He quickly made a brilliant career in advertising. He experimented with the silkscreen process, for Vogue and Harper's Bazaar magazines, which he later put to good use in his own work. He designed department store windows, record sleeves and book covers. Referring to this period of his life, he would say: "I started out as a commercial artist and I want to finish as a business artist".

From 1960, Warhol devoted himself to painting: at the same time as Roy Lichtenstein. His first paintings were based on comic books such as Popeye, Dick Tracy... From 1962 onwards, he

Painted his first canvases devoted to consumer goods such as Coca-Cola bottles and Campbell's Soup cans. He painted newspaper front pages, transposing their photographs into paintings. At the same time, Warhol was making silkscreens of stars, with the aim of turning art into a mass product. The artist had his first solo exhibition in 1962 at the Ferus Gallery with "Campbell's Soup Cans".

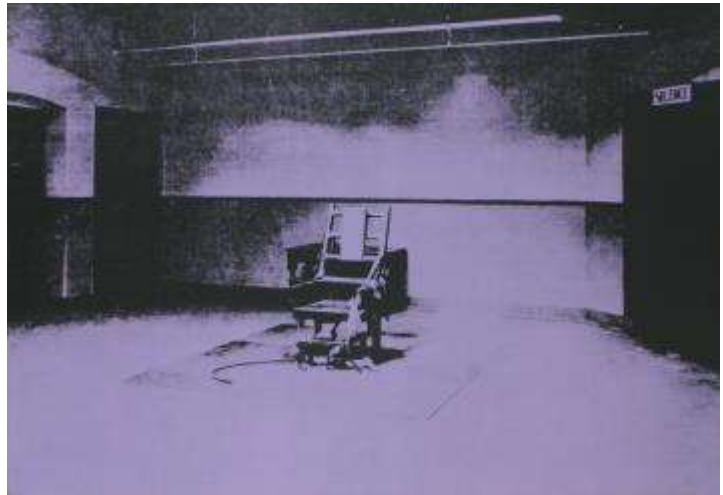
AN EXHIBITION FOCUS: ADVERTISING

Art critic Michael Fried writes: "Art like Warhol's necessarily parasitizes the myths of his time, and thus, indirectly, the fame and advertising machine that launches them onto the market". Indeed, with irony, Warhol hijacks the great American myths: the cult of money and stars, unbridled consumerism and the fascination with violence. Little by little, the artist eliminated manual labor and the signature. The silkscreen technique enables him to obtain a neutral rendering, close to that of an advertising image. As a starting point, the artist always uses a photograph, often an advertising one. For portraits such as Marilyn Monroe, the multiplication of images suggests celebrity, abundance and the wide

distribution of photos, in black and white in newspapers and in color in magazines. He had these photos silk-screened several times. The colors come from advertising: pink, yellow, turquoise, red, white, orange... For everyday objects like Campbell's Soup, the multiplication of images suggests the overabundance and overconsumption of the time...

AN EXHIBITION FOCUS: POP ART

English art critic Lawrence Alloway first used the word Pop Art in 1955. That same year, he organized two manifesto exhibitions with the Independent Group, formed to bring art and contemporary life closer together. Pop Art, short for Popular Art, refers to British and American artistic production inspired by popular culture between 1955 and 1970. Perceived as American



imperialist art, Pop Art presents a simple observation of consumer society, and exposes stereotypes, stars, food... Easily recognizable, Pop Art minimizes personal expression, integrates the environment and expresses itself in art, music and dance. It is a veritable social phenomenon, distinct from the hermetic imagery and passionate accents of abstract expressionism.

Pop artists experimented with the latest technical processes from industry and commerce: acrylic paint, collage on canvas of materials foreign to painting, and screen printing. Figuration was inspired by advertising, magazines, television, comic strips and the famous Comics. Painters don't distinguish between good and bad taste. Art bears witness to the modern everyday world of household objects, advertising, celebrities and junk. Frontal framing and perspective views are used. The canvases appear simple and legible. Characters and objects are adorned in the bright, dissonant colors of advertising.

EXHIBITION FOCUS: MARYLIN MONROE

From 1972 onwards, Warhol began a return to painting, with portraits of celebrities such as Mick Jagger, Marilyn Monroe and Mao Tse-Toung, following on from the magazine Interview, published from 1969 and devoted to the stars of the moment. Then came the Skulls and Still Life series, and, from the late 1970s onwards, retrospective series in which Warhol repeated his earlier works with a clear commercial aim. He also ventured

into television, producing his own programs, including Andy Warhol TV and Andy Warhol's Fifteen Minutes.


Alongside international film celebrities, Warhol also produced portraits of his Factory "Superstars". These are the members of that "court" that surrounds Andy Warhol on a daily basis, and especially at his giant parties. These "Superstars" include Paul America, Jackie Curtis, Joe Dallesandro, Candy Darling, Eric Emerson, Bibbe Hansen, Jane Holzer, Gerard Malanga, Mario Montez, Billy Name, Nico, Ondine, Ingrid Superstar, International Velvet, Ultra-Violet, Viva, Chuck Wein, Holly Woodlawn and Mary Woronov.



If there's one "Superstar" name to remember, it's Edie Sedgwick. Warhol was fascinated by her aura, her beauty and her money. The artist made her his alter ego. A year spent at the Factory established her as a Sixties icon, the best-known of the "Superstars" of which she became the symbol. Model and actress, she got into an argument with Bob Dylan, who dedicated "Just Like a Woman" to her. What followed was a long descent into drugs. Returning to her family home in California, she died of an overdose at the age of 28.

EXHIBITION FOCUS: FEAR OF DEATH


Andy Warhol is particularly horrified by death. Yet this theme is particularly present in his work. At the beginning of his career, Warhol drew more inspiration from everyday objects. Since his early childhood and the death of his father when he was just fourteen, Warhol



had always had a panic fear of death. However, as early as 1954, he began to create works using crashed automobiles. Later, his portrait of James Dean included the image of his sports car overturned next to a brick wall as a reminder of the actor's tragic end. But these images of death remained rare exceptions until June 1962. In that year, Henry Geldzahler suggested that he take an interest in the tragic dimension of existence. The young curator of the Metropolitan Museum showed him articles illustrating air disasters. The artist immediately took up this theme in several series. Among the main themes, Warhol painted suicides, botulism victims, sinister car accidents, murderers wanted by the police, the stoic widow of an assassinated president, a racist attack and the electric chair at Sing Sing prison.

Warhol also illustrated celebrities confronted with death. The famous portrait of Marilyn Monroe, a symbol of Andy Warhol's career, is also linked to the theme of death. In July 1962, after his first exhibition at the Ferus Gallery in Los Angeles, he received the news that Marilyn Monroe had died. Shortly afterwards, he used a still from his 1953 film Niagara as the basis for more than fifty paintings. The smile of the deceased actress is repeated ad infinitum. The immense notoriety of these images undoubtedly played a role in the star's posthumous fame.

Warhol multiplied the images of death, producing several versions and differentiating them by format or color. There are lavender or pink electric chairs... Warhol's aim is to lessen the tragic effect of these images, despite their horrific appearance, which leaves no room for the imagination.

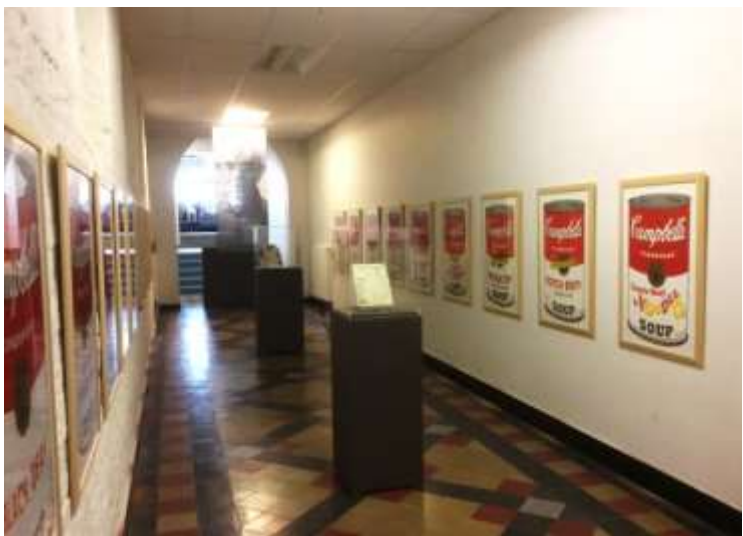




Pop Art around Andy Warhol"
exhibition at Dinant Exhibition Center



Pop Art around Andy Warhol"
exhibition at Dinant Exhibition Center



Pop Art around Andy Warhol" exhibition at Dinant Exhibition Center



Pop Art around Andy Warhol"
exhibition at Dinant Exhibition Center



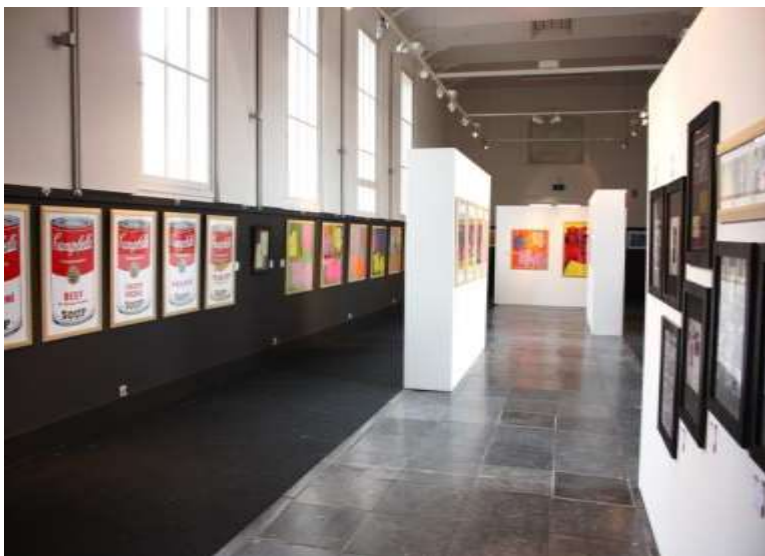
Pop Art around Andy Warhol"
exhibition at Spa Exhibition
Center



Pop Art around Andy Warhol"
exhibition at the XPO Art Center,
Bruges



Pop Art around Andy Warhol" exhibition at the XPO Art Center, Bruges



Pop Art around Andy Warhol" exhibition at the XPO Art Center, Bruges



Pop Art around Andy Warhol"
exhibition at the XPO Art Center,
Bruges



Pop Art around Andy Warhol"
exhibition at the XPO Art Center,
Bruges



Pop Art around Andy Warhol" exhibition at the XPO Art Center, Bruges



CONTACTS

Bryan LECOMTE
+33 (0)6.21.01.90.52

Jean-Christophe HUBERT
+32 (0)476.75.32.91

Rue Hyacinthe Souris, 45
4432 ALLEUR
BELGIQUE