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Reproduction on the front:
Andy Warhol, Marilyn 02, 1967, screen printing,
the Andy Warhol Museum of Modern Art in Medzilaborce

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The founder of the Andy Warhol Museum of Modern Art in Medzilaborce, Slovak Republic is the Prešov Self-governing Region.

G G GOČÁROVA GALERIE











asked where he comes from. At the level of Pop Art development examination, we may observe that along with the new abstraction of so-called "hard-edge colour painting", Pop Art originated in the USA in early sixties as a response to the lyrical and impulsive

impressionists. And in this "top rank" category, a person emerges in the American domain, who puts himself into the position of a man from nowhere by his answers when

the term Pop Art for the first time. Pop Art originated in England first. On a European scale, Robert Rauschenberg played an important role in it. The prize he won at the Venice Biennale in 1964 was such a breakthrough as, for instance, Manet's Luncheon on the Grass for was such a breakthrough as, for instance, Manet's Luncheon on the Grass for

ments, for instance, Fluxus or Conceptual Art. In the 50', the situation changes again, when the musical composer John Cage introduces the element of chance into the creative process and integrates sound effects (sounds of engines, locomotives, sirens...) into a musical composition. Bound-aries between normal life and art are slowly blurring. Artists such as Robert Rauschenberg or Jasper Johns appear on the scene, who transform motifs taken from the context of everyday life into their works. A current is formed in art, for which Lawrence Alloway (English art theoretician and publicist) used in art, for which Lawrence Alloway (English art theoretician and publicist) used

work of art and predeter-mines it for a cultural or art store. In his Dadaism and his readymades, Marcel Duchamp, a Frenchman living in America, already made the first revolutionary steps towards new interpretation of the work of art or the art itself in the 20th century. It was he who established the very author's intention as the work of art. Thus he inspired the later movethe very author's intention as the work of art. Thus he inspired the later move-

Andy Warhol represents the beginnings of a new comprehension of the work of art, as he elevates an object of everyday use, trivial and insignificant object, to an artistic theme. Thereby such a promotion seemingly degrades the

from "nowhere".

hold with her until her death in 1972. Julia, a simple village woman, never learnt to speak English fluently. Therefore, she talked to Andy in Ruthenian — in the language of the people who come

After graduation afrom Carnegie Institute of Technology in Pittsburgh, he moves to New York in 1949, where he changes his name from the original Andrew Warhola to Andy Warhol. He works as a graphic designer for contemporary magazines Vogue, The New Yorker, Harper's Bazaar and for companies such as Tiffany and Bonwitt Teller. At that time, he often changes his residence and feels very lonely. Around 1952, his mother moves in and he shares the house-and feels very lonely. Around 1952, his mother moves in and he shares the house-

of masses, the same should hold for art. There is nothing so trivial and petty to Warhol that could not be monumentalised by silk screening and additionally intensified by serial repetition.

## Andy Warhol's Living Dream



24 Feb — 27 Apr 2025

society. As a true American, he claimed that if the American democracy was the matter

not mean it that way". Take a note of this peculiar, and in Warhol's case very successful, tactics of manipulation with the general public, when Warhol actually introduces the most diverse information into his art (portraits of murderers and criminals, portraits of lews, portraits of celebrities, portfolio of the thirteen most wanted men, skulls...), but he keeps a distance from it. It is quasi equivalent to joking that is socially unacceptable for effect, which strikes and then it is taken back. For instance, Warhol concealed his origin and his age in this manner, and he did not like to talk about his privacy. In spite of that he expressed himself artistication of the most pro-nounced presenter of the status and facts of the American ally as the most pro-nounced presenter of the status and facts of the American

negates the secondary meanings. Thus he shows the percipient that he "he did of hidden implications. But on the other hand, it also con-tains a barrier that majority of his bold imagery, we find out that the visual content of works is full the background of elaborate logical structure of his motif. If we analyse the silk screening that are apparent and comprehensible at first glance, yet with was the camouflage of Andy Warhol, who created many thematic works by paintings and films and me, and there I am. There's nothing behind it." That art and life. "If you want to know all about me, just look at the surface of my that confirmed his image by numerous ambiguous statements on himself, his his artistic intentions put him also into the position of a mysterious person gant eccentric and intellectual smart guy. On the other hand, such staging of as a "celebrity" of the cultural scene. On one hand, that made him an extravadamaging his reputation of a person clearly dominating the American society tifs and extravagant paintings to the snobbish and consumer society without An artist, who tested and verified his lifetime concept of presenting trivial molegendary Factory in the heart of New York. Andy Warhol was all of the above. magazine, or author of television shows, but also a leading personality of the producer and manager of rock bands, publisher of Andy Warhol's Interview man, photographer, filmmaker, playwright and author of autobiographic works, tury. A reporter of his times, portraitist of the society, graphic artist, draughts-"Superstar", "King of Pop Art", cult figure of both art and life in the 20th cena result, he became the

being omnipresent, while staying in the background at the same time. Andy Warhol, born on 6 August 1928 in Pittsburgh — a man from nowhere, or if you wish, a son of Rusyn parents from the village of Miková in Eastern Slovakia, established a new method of expressing an artistic thought in art. As

yet an imminently omnipresent man. As a lens on a camera, observing anonymously at first, later an active dilemma of personality with a strong accent on being apprent while attained at the later and active dilemma.

ərəhwon mort nom A

action painting of abstract Expressionism, which aimed at greater objectification of the artistic statement from its beginning.

Understandably, the Pop Art, just like Andy Warhol himself, built upon the synthesis of the realistic and surrealistic tradition, complementarily inviting the revolutionary readymades — Duchamp's representation of Dadaism manifesting the new form of artistic poetics — into its platform.

And again, Andy Warhol and his statement: "I dunk a Johnson and Johnson cotton ball into Johnson and Johnson rubbing alcohol and rub the cotton ball against the pimple. And while the alcohol is drying I think about nothing. How it's always in style. Always in good taste. Nothing is perfect — after all, B, it's the opposite of nothing."

However, in his case, it is not Merz or some variations on readymades in the form of urinals, but let us say Brillo Box or Camp-bell's Soup, which against the backdrop of Warhol's statement "I want to be a machine" document the changed artistic compre-hension, new aesthetic feeling observing the level of the role of an individual or collective cult. Warhol thus puts on an imaginary suit, which might be Calvin Klein as well, yet now in the position of a service tool for taking into account the desires and wishes of the American people.

What was so fascinating about Coca Cola or American hot dog that their portrayal and commercial in the form of

Warhol's painting took the world galleries by storm? The pragmatic material world was found guilty, where a man cannot comprehend the true meaning of things (after all, hot dog is meant to be eaten, not to be exhibited in galleries... a urinal is perhaps a more practical tool in other places than exhibition halls of galleries...?! — that is what the then shaking art theorists would say and did say) or the ingenious manipulative intention to assimilate the ideal of artistic creativity into the pretended impersonal calculating reality, which encompasses us everywhere. Why are we looking for the culprit at all? "Why do people think artists are special?" Andy Warhol asks, and immediately answers laconically: "It's just another job."

And now, let us ask ourselves again: "How come a common worker, whom Andy Warhol was according to this constellation, became a superstar in the world of art?" Basically, we can really say Warhol did not do anything special. And it was this very

"special" moment that became the key imperative of his success. The mission of Pop Art continued under Andy Warhol within the purview of search for the percipient/consumer, who was the logical outcome of the social (public) life of the majority of pop-ulation. The search was not necessary in his case indeed. He only had to observe the things through proper commercial lenses. And he did. The ZERO POINT was reached when Warhol determined that the

He extended his activities also to include the sphere of theatre via the multimedia show called Exploding Plastic Inevitable featuring the rock 'n' roll band The Velvet Underground. The EPI was recognized for the invention of a hallucinogenic light show as an entertainment feature of night clubs.

In 1966, Warhol presented his works Cow Wallpaper and Silver Clouds at the Leo Castelli gallery.

His concept of wallpaper as a work of art was very significant in shaping the installation of his pictures, when Andy filled the empty space in the context of philosophy of space as picture and picture as space. Later he returned to the idea of wallpaper as work of art and created Mao (1974), Self-Portrait (1978) and Fish (1984). The wallpaper Fish was a part of environmental work Paintings for Children for Bruno Bischofberger gallery, where small paintings of children's toys were hanged at the level of children's eyes.

As already mentioned, he became a co-founder of Andy Warhol's Interview magazine, which was dedicated to fashion, films and pop-culture. It is still published today.

Warhol's quotation "In the future, everyone will be famous for 15 minutes" from 1967 or 1968 is famous all over the world. Inter-view magazine reflects Warhol's lifelong obsession with film stars and other then celebrities. The 70' of the 20th century were for Warhol the time of experiments. He created three versions of a statue called Rain Machine (Daisy Waterfall).

In 1974, Warhol began to work on the Time Capsules series — collection of cardboard boxes filled with objects of his everyday life, including mail, photographs, art, clothes, his collections and the like. It was another manifestation of his desire to multiply and collect things (Warhol was obviously influenced by the old Ruthenian custom of keeping things and not discarding them).

He continued to produce numerous paintings, images, photographs and drawings: Mao, Ladies and Gentlemen, Skulls, Hammer and Sickles, Shadows, Guns, Knives, Crosses, Dollar Signs, Zeitgeist, Camouflage and many others, which culminated with his series of paintings Last Supper exhibited in Milan in early 1987. In 1984, Warhol cooperated with young artists such

as Jean-Michel Basquiat, Francesco Clemente and Keith Harring on graphic works, in which he returned to brush painting and abandoned silk screening technique for a short time, which he had used exclusively since 1962. Almost all Warhol's works in all media were created in cooperation with his friends (writer Ralph Ward and a group of guests of the Serendipity 3 café in the 50' of the 20th century), paid assistants (Vito Giallo and Nathan Gluck in the 50'), Gerard Malanga and managers such as Fred Hughes. Warhol died in New York on 22 February 1987 as a result of complications after the gallbladder surgery. In 1988, works of art and antiques from his estate were sold for 20 million dollars in a 10-day auction.

greatest thing about America was that it had started a tradition, where the richest consumers bought essentially the same things as the poorest. You just turn the television on and watch commercials offered by the television.

The correct deduction may lead us to a simple interpretation of the consumer and mass nature, when we know, for instance, that the American President drinks Cokes, Liz Taylor drinks Cokes, and what is the most "original" thing, we or even a bum can drink Coke too. A Coke is Coke and no amount of money can buy you a better one than the one a bum on the corner of the street is drinking. All the Cokes are the same and all the Cokes are equally good. Liz Taylor knew it, the American President knows it,

the bum knows it, and even we know it. To Andy Warhol, this was the fundamental difference compared to Europe, where dining and toasts followed a certain hierarchical sequence, and a servant could not eat and drink what his master was having.

This is how Andy Warhol commented on this observation: "In Europe the royal-ty and the aristocracy used to eat a lot better than the peasants — they weren't eating the same things at all. It was either partridge or porridge, and each class stuck to its own food. But when Queen Elizabeth came here and President Eisenhower bought her a hot dog I'm sure he felt confident that she couldn't have had delivered to Buckingham Palace a better hot dog than that one he bought her for maybe twenty cents at the ballpark. Because there is no better hot dog than a ballpark hot dog. Not for a dollar, not for ten dollars, not for a hundred thou-sand dollars could she get a better hot dog. She could get one for twenty cents and so could anybody else."

The ideal of America was so great to him, because the more equal something was, the more American it was. Equality, work of art, object of everyday use, mass nature, consumption, America and (un)common Andy Warhol in it, discovering paradoxically everything that has already been discovered. But is it really so that there is nothing behind the surface???

And Andy Warhol continues to work within the context of the Pop-Art mission. He was fascinated by Hollywood for his whole life. In 1962, he started to create an extensive series of celebrity portraits, including Marilyn Monroe, Elvis Presley and Elizabeth Taylor. At that time, he also started to create a series of "death and disaster" paintings showing electrical chairs, suicides and car acci-dents.

In 1963, he started producing films, and during five years, he made classics of avant-garde cinematography such as Sleep (1963), Empire (1963), Kiss (1963-64) and Chelsea Girls (1966).

At his Flowers exhibition in Paris in 1965, he stated publicly that he would stop painting in order to devote his time to filmmaking. Nevertheless, he continued to publish art series. However, he stared to paint again in 1966.

The Museum of Modern Art of Andy Warhol in Medzilaborce was opened in 1991.

Martin Cubjak,
Director of the Andy Warhol Museum
of Modern Art in Medzilaborce

Reproductions: Andy Warhol, Marilyn 03, Marilyn 05, Marilyn 09, Marilyn 10, 1967, screen printing, the Andy Warhol Museum of Modern Art in Medzilaborce

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