

Warhol and the Pop Art Movement

Learning Objective:

To explore and recreate Warhol's 'Campbell's Soup' artwork.





Is this art?
Why or
why not?



One of Andy Warhol's most famous works of art is his series of paintings showing cans of Campbell's soup cans.



Warhol painted this in 1964. Why do you think he wanted to paint cans of soup?!



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In 1962, Warhol exhibited thirty-two canvases, each one showing a different flavour of Campbell's soup. These pictures were hand-painted although he later used silkscreen printing to create more soup can art. Campbell's soup was a brand Warhol had often eaten for a big portion of his life. He used this art to represent mass-produced, printed advertisements. The only thing different between each one was the name of the soup.





The exhibition caused quite a stir. Some people really enjoyed the novelty of the artwork but most people thought it was ridiculous. One art dealer made fun of Warhol's exhibition by displaying real soup cans and telling his customers they could buy them more cheaply at his gallery!

If you had been at the exhibition in 1962, do you think you would have enjoyed it or thought it wasn't art at all?



Even though not everyone liked Warhol's soup cans at the time, they soon became extremely popular and iconic. When the paintings were first produced, they sold for \$100 each but only six were sold. In 1996, the whole collection was purchased by the Museum of Modern Art in New York for \$15 million!



Why do you think people are willing to pay so much money for a picture of some soup?!



Warhol created many more paintings and prints of soup cans in the following years. In some of them, he experimented with different colours.

Campbell's released a limited-edition version to their tomato soup to commemorate Warhol's colourful artwork. Which of these cans do you like best?



https://commons.wikimedia.org/wiki/Category:Derivative_works_on_Andy_Warhol#/media/File:TAG_Andy_Warhol_Soup_Can_01.jpg



Warhol's 'Campbells' Soup Can' artwork is now one of the most recognisable art icons in the world!



The Scottish National Gallery decorated the columns of the museum with the soup cans to mark a special Warhol exhibition.

