



**THE WORLD GOES POP**  
TATE MODERN EXHIBITION  
MARY ACTON

**WEDNESDAY 4 NOVEMBER**

Often painted or printed in eye-popping Technicolor, the paintings and objects in this autumn exhibition will reveal how Pop was never just a bold statement about our modern obsession with consumable goods. It was also a highly evolved language of protest. Its trademark images - Ben-Day dots, Coca-Cola bottles, heavily lipsticked lips and Marilyn Monroes - have become 20c classical art housed in superb dedicated museums like the Museum of Modern Art in New York, the Tate Modern, the Centre Pompidou, most recently, the Vuitton Foundation in Paris. Though long considered a brash, American art form, albeit with a more acceptable pioneering British adjunct, Pop art actually was a global movement, indeed, a political and creative revolution for an entire generation of artists. Their audacity and ability to cut through the pomposities of more conventional art forms has to be admired.

It must be remembered that all significant innovations in art have shocked their spectators, from Leonardo to Caravaggio, Constable to Turner, Courbet to Manet, Cezanne to Picasso. Pop art was shocking because it dared to suggest that consumerism and the reproduced object could be the subject of high art. It investigated in depth the power of reproduction and repetition: influenced by multiple objects on supermarket shelves, they reproduced images of celebrities and newspaper pictures of violent events. Furthermore, pop artists investigated the impact that immense changes of scale could have on our perceptions of everyday commonplace items, like Claes Oldenburg's 40 foot high steel clothespin in Philadelphia. In addressing the realities of modern urban life, Pop Art had something immensely important to say about how consumer objects may entrap us while revealing us for what we are.

**MEET** 10:30 am coffee for 11 am lecture at the Art Workers' Guild

**ENDS** 4 pm at Tate Modern

**COST** £79 members, £89 non-members (£65 and £75 Tate members, £72 and £82 Art Fund members), including coffee, lunch with wine and entry