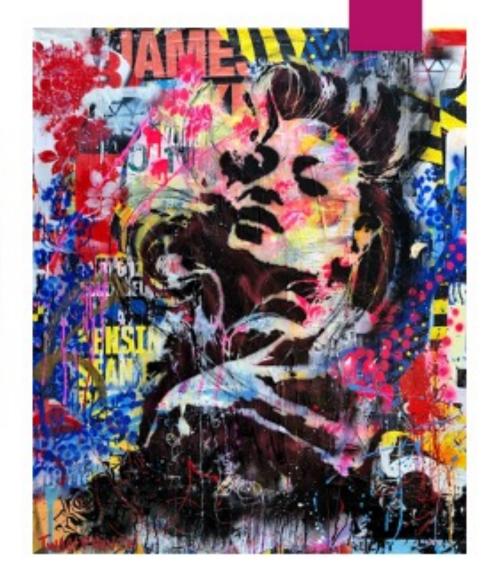
NEO-POP

BY: EBONY DERRICK



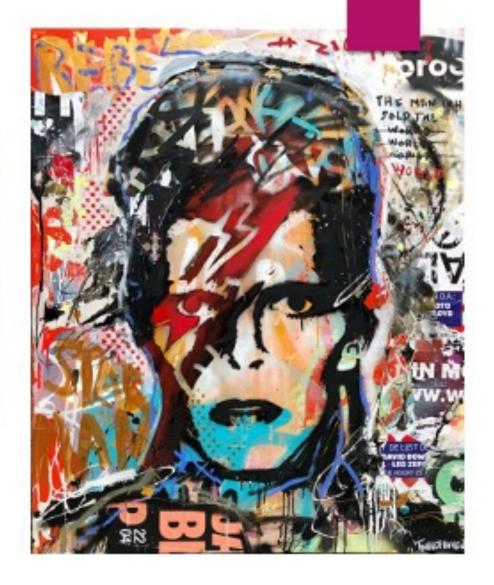
What is Neo-Pop (AKA Post Pop)?

- The art movement of Neo-Pop emerged in the late 1950's in England.
- Richard Hamilton was one of the founders of British Pop Art and defined the developing movement.
- It was quickly spread as the reaction to Abstract Expressionism that has been promoted by Robert Rauschenberg, Jasper Johns, Andy Warhol, Jim Dine, and many others.



What is Neo-Pop? Continued...

- The actual term of Neo-Pop originated in 1992 by a Japanese Critic, Noi Sawaragi.
- Neo-Pop refers to artists like Jeff Koons to be influenced by Pop art and culture of imagery.
- It also allows artists like Keith Haring to work in graffiti and cartoon art.



Neo-Pop Realism

- Neo-Pop realism is an art style that combines the simplicity of modern pop art and the philosophical depth of realism.
- The style does have required rules and characteristics, but it mainly focuses on the creation of the piece that is unique to the artist.



Concept of Neo-Pop

Neo-Pop is an upturn of the aesthetics and ideas of the mid-20th century movement that captures the characteristics of pop art like intentional kitsch and the interest in the commercial world.



Neo-Pop Artist

Jeffrey Lynn Koons also known as Jeff Koons is an American Artist that's recognized for his work that delt with popular culture and his sculptures that represent the everyday objects.



Gazing Ball Series

- Koons decided to create these pieces using past artists such as Titian, Courbet, Manet, and others to express the powers of artistic gestures.
- Each of his pieces in his series "Gazing Ball" features a blue glass gazing ball that sits in a visible spot on his pieces.
- This is used to connect the viewer to the painting in some type of way.

Gazing Ball (Monet Luncheon on the Grass), 2014-2015

- This piece triggered many individuals to question the implicit dialogue that's between the piece and its viewers in the most touching way.
- Each viewer is able to see themselves as part of the piece with the way it's designed and created.





Gazing Ball (Spranger Hercules, Deianira, and Centaur Nessus), 2015



The Underground Mainstream

-Steven Heller 2008

- There have been many underground ideas and projects that were stolen and were slightly changed. It was then exposed to the public to mainstream.
- "Mass marketers steal from visionaries, alter them if at all, then reissue them to the public as a new product." -Heller
- Neo-Pop was influenced by Pop Art. When it was first exposed in 1980, many people noticed that Neo-Pop has similar characteristics as Pop Art.



Import/Export, or Design Workflow and Contemporary Aesthetics -Lev Manovich 2008

- Importing and exporting projects is something that's important, especially if other programs are needed for extra touchups to have the full effect of what the artist envisions.
- "A designer typically defines various composition elements in illustrator and then imports them into After Effects, where the are animated." Manovich
- In the case of Neo-Pop, this is almost impossible because of the main use of canvases. But, there are some ways where Neo-Pop can be done digitally and created to have some form of animation done to them.



Designing Design –Kenya Hara 2007

- Those that aren't able to adapt to technology and technology design struggle to understand and accept the concept of it.
- "Society has no mercy for those who can't keep up with the times." –Hara
- With society, nothing waits for people to adapt to it. Instead, it continues to change and the best way to work with change is to adapt to it by slowly working with the new changes.

DESIGNING DESIGN

KENYA HARA

LI EDELKOORT

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Lars Müller Publishers

