pop art
poster collection
of the New York Mineralogical Club, Inc.
THE NEW YORK MINERALOGICAL CLUB
POP ART POSTER COLLECTION
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Introduction

Pop Art was an art movement that emerged in the mid-1950s in the United States. It presented a challenge to traditions of “fine art” by including imagery from popular culture such as advertising, news, celebrities, mass culture, etc.

To some extent, Pop Art continues even today!

What Are the Key Characteristics of Pop Art?

• Recognizable imagery, drawn from popular media and products.
• Usually very bright colors.
• Flat imagery influenced by comic books and newspaper photographs.
• Images of celebrities or fictional characters in comic books, advertisements and fan magazines.

The Art History of Pop Art

The integration of fine art and popular culture (such as billboards, packaging and print advertisements) began way before the 1950s. Paintings from the Nineteenth Century regularly include, even celebrate, popular images, people and products.

Picasso and Braque integrated actual scraps of words and images from current magazines and periodicals into their collages.

Marcel Duchamp pushed Picasso’s consumerist ploy further by introducing the actual mass-produced object into the exhibition: a bottle-rack, a snow shovel, a urinal (upside down). He called these objects Ready-Mades, an anti-art expression that belonged to the Dada movement.

During the 20's, several forward-looking American artists (Stuart Davis, for example) introduced what would be called “pop imagery” into their painted collages.

Early Pop artists followed Duchamps’ lead in the 1950s by returning to imagery during the height of Abstract Expressionism and purposely selecting “low-brow” popular imagery. They also incorporated or reproduced 3-dimensional objects. Jasper Johns' Beer Cans (1960) and Robert Rauschenburg's Bed (1955) are two cases in point. Today, we might call it Pre-Pop Art or Early Pop Art.

Although various artists in Great Britain created images and collages that we today see as “pop,” there can be no doubt that the works of New York artists such as Andy Warhol, Roy Lichtenstein, Robert Indiana and dozens of others here in the USA created works that we see today as classic images of art.

My Personal Reaction

I always loved Pop Art! I found the work of Warhol and others completely understandable and clever, let alone beautiful. My parents tell me I loved collecting and saving paper images from magazines as well as other ephemera and storing them in a “treasure box.” I would often create collages and artwork with pieces from the box that matched in my eye. (I could never draw well so making assemblages of these ready-made items was perfect for me!) I still maintain a box of collected items to this day.

I created these posters for the New York Mineralogical Club in a pop style since I think like Pop Art, minerals are extremely colorful, are found objects and a “New York Style of Art” is appropriate for a NYC club. Each poster represents the style of a particular artist (Warhol, Dine, Max, etc.) or is based on common pop images (valentines, cabs, etc.) so I could create at least one poster to fulfill my obsession with an A-to-Z series.

Enjoy!

Mitch Portnoy
President, New York Mineralogical Club
January 2014
THE NEW YORK MINERALOGICAL CLUB

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America’s Oldest Mineral & Gem Club!
HERE TODAY,
HERE TOMORROW:
VARIETIES OF MINERAL EPHEMERA

From the Collection of Mitchell Portnoy
President, NYMC
THE NEW YORK MINERALOGICAL CLUB, INC.

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FOUNDED 1886

in NEW YORK CITY
NEW YORK MINERALOGICAL CLUB
THE NEW YORK MINERALOGICAL CLUB
FOUNDED 1886
NEW YORK CITY
AMERICA'S OLDEST MINERAL CLUB!
NEW YORKERS LOVE MINERALS AND EACH OTHER!

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AMERICA'S OLDEST MINERAL CLUB
THE NEW YORK MINERALOGICAL CLUB

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New York City

America's oldest mineral club
The New York Mineralogical Club

Founded 1886

New York City

America's Oldest Mineral Club
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WANTED
DEAD OR ALIVE
NYMC OFFERS $1000 REWARD
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Love Minerals
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Founded 1886
More Than 15 Minutes Old
The New York Mineralogical Club
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The New York Mineralogical Club Celebrates X-Ray Crystallography
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