

Pop and Neopop, 1986

Host: These are the rooftops of SoHo, an area in lower New York City in which artists working in every conceivable art form have taken over old warehouses and loft buildings to create living spaces, studios, theatre and performance spaces, jazz clubs, and galleries. It is a hotbed of American art, and it is in SoHo that the pop art movement of the 1960s was born.

Hello, I'm John Bos, your host for *Arts America*.

Pop art used the icons of everyday life, from soup cans to comic books, and treated them as serious subject matter, only in a style of presentation that was in direct contrast to the prevailing art form of that period, abstract expressionism. Pop art is anything but abstract. Now when a SoHo painter, an emerging artist, is discovered by the critical press, exhibitions of his or her work move uptown to New York's prestigious galleries and museums, which certifies that artist's importance as a visionary and an artist. So it was in 1981 with an exhibition of the works of Roy Lichtenstein. Roy Lichtenstein has long been acknowledged as one of the leading figures of the pop art movement. We'll then go and visit an exhibition of the later works by Andy Warhol. Warhol, I think there is no doubt, is the artist whose work...