PRESS RELEASE

POMONA COLLEGE MUSEUM OF ART presents
“NOW SCREENING: ANDY WARHOL PRINTS”

Jan. 17 – May 14, 2017

Claremont, CA — The Pomona College Museum of Art presents “Now Screening: Andy Warhol Prints.” The exhibition explores changes in technique and subject matter in Warhol’s screen prints and features a recent gift of seven prints from the Andy Warhol Foundation for the Visual Arts as well as other Warhol works from the permanent collection. The exhibition will be on view from Jan. 17 - May 14, 2017. A public reception will take place from 5-7:00 p.m on Saturday, Jan. 28.
American visual artist Andy Warhol (1928—1987) is synonymous with Pop Art. Warhol challenged the introspection of Abstract Expressionism to focus on the impact of popular visual culture. He brought the techniques and processes of commercial art, acquired in his early career as a commercial artist, into the realm of fine art. His subjects, as seen in this selection of prints, were drawn from contemporary life. The exhibition begins with *Birmingham Race Riot* (1964) and follows Warhol’s changing interests in subject matter and his experimentation with commercial processes.

The prints reveal Warhol’s evolving process as he explores subjects from contemporary icons to the giants of the past, from the famous to the ordinary. They reflect the ways in which he translated aspects of popular culture into the vocabulary of pop art and subverted the standard genres of still life, landscape, photojournalism, and portraiture. Through examples from over two decades of printmaking, one can track developments in his selection of sources, the addition of hand drawn elements, and changes in subject matter.

A true iconoclast, Warhol challenged the contemporary methods of art production. In a process recalling and expanding the workshop tradition of the Renaissance, he mass-produced prints in his studio, known as the Factory, where various “Warhol Superstars” executed prints under his direction. The exhibition presents Warhol’s images of celebrities such as *Grace Kelly*, leaders such as *Mao Tse-Tung*, and visual icons such as *Cologne Cathedral*. This last, Warhol highlighted with diamond dust.

The screen prints are the second set of gifts from the Andy Warhol Foundation for the Visual Arts to the Pomona College Museum of Art. In 2008, the Pomona College Museum of Art received 159 Warhol photographs through The Andy Warhol Photographic Legacy Program.

“Now Screening: Andy Warhol Prints” is curated by Adam Starr (PO ’18) and is the third in a series of exhibitions developed by student curators under the Benton Summer Undergraduate Research Program (SURP) at the Pomona College Museum of Art. The exhibition will be accompanied by an illustrated brochure.

**Museum Information**

The Museum collects, preserves, exhibits and interprets works of art; and houses a substantial permanent collection as well as serving as a gallery of temporary exhibitions. Important holdings include the Kress Collection of 15th- and 16th-century Italian panel paintings; more than 5,000 examples of Pre-Columbian to 20th-century American Indian art and artifacts, including basketry, ceramics and beadwork; and a large collection of American and European prints, drawings and photographs, including works by Francisco de Goya, José Clemente Orozco, and Rico Lebrun.

**ADMISSION**

All exhibitions and programs are free of charge and open to the public.

**GENERAL INFORMATION**

330 North College Avenue
Claremont, CA 91711
Tuesday through Sunday, 12-5 p.m., Closed Mondays
Art After Hours: Thursday, 5-11 p.m., Jan. 19 – Apr. 27, 2017

Art After Hours offers a variety of programming including live music concerts sponsored by KSPC 88.7 FM, lectures, panels, workshops, tours, film screenings, and performances in conjunction with Museum exhibitions.

For more information, please call 909.621.8283 or visit www.pomona.edu/museum.