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## Pop

### The Genius of Andy Warhol

Tony Scherman

David Dalton

A major reassessment of the most influential and controversial American artist of the second half of the 20th century

To his critics, he was the magus of a movement that debased high art and reduced it to a commodity. To his admirers, he is the most important artist since Picasso. Indisputably, Andy Warhol redefined the boundaries of painting, sculpture, and film, bending them to serve the purpose of his vision. Taking its subject from comic books, tabloids, Hollywood publicity shots, and supermarket aisles, Pop Art, with Warhol at the forefront and his Factory at its nexus, broke through the entrenched avant-garde of Abstract Expressionism, and razed the barrier between pop and culture, high and low. Beneath the deceptively simple surface of his silk screens, the old hierarchies of art collapsed. His techniques allowed Warhol to fix the viewer's gaze on mass culture, and the teeming, exciting, vulgar new world of 1960s America.

Focusing on that influential decade, *Pop* disentangles the myths of Warhol—fraught with contradictions—from the man he truly was, and offers a vivid, entertaining, and provocative look at the legendary artist's personal and artistic evolution, focusing on his most productive and innovative years. A detailed, insightful chronicle of his rise, as well as a critical examination of Warhol's most important work, this groundbreaking...

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#### Author Bio

Tony Scherman is the author of *Backbeat: Earl Palmer's Story*, which won a 2000 ASCAP-Deems Taylor Award for excellence in music writing. He was an editor at *Musician and Audio*, a contributing editor at *Life*, and has written about art, music, American history, and American culture for dozens of publications, including the *New York Times Magazine*, *Atlantic Monthly*, *Rolling Stone*, *Smithsonian*, *American Heritage*, *New York*, *Entertainment Weekly*, *People*, and the *New York Times Arts & Leisure Section*. An article he wrote about the poet Melvin Tolson was the basis for the Denzel Washington film *The Great Debaters*. He lives outside New York City.