

closer look: Andy Warhol

Andy Warhol took popular culture
and turned it into art.

Soup can

Here, the artist, Andy Warhol, took a common object, a soup can, and displayed it on a huge canvas in bright colors. He was part of the Pop art movement, which used popular consumer objects and celebrity faces as subject matter. Prior to Pop, art was seen as something highbrow—Pop artists wanted to make art more accessible.

Logo

The logo of Campbell's soup is a main focus. Warhol began his career as a commercial illustrator in New York City and often used advertising icons in his work.

Brushstroke

A visible brushstroke reveals that, although many of Warhol's canvases were screenprinted (a process by which artists can make multiple prints), this work was hand-painted. Of his eventual move to mass production, Warhol said: "The reason I'm painting this way is I want to be a machine. I think everybody should be a machine."



Andy Warhol
(American, 1928–1987)
Campbell's Soup, 1965
Acrylic on canvas

Brand image

Campbell's soup was recognizable throughout the US, and the company embraced Warhol's appropriation of its brand image. Warhol said, "The Pop artists did images that anybody walking down Broadway [a major thoroughfare in New York City] could recognize in a split second."

Campbell's soup

Why Campbell's soup? Warhol responded: "I used to drink it. I used to have the same lunch every day for twenty years, I guess, the same thing over and over again."

