

POP ART AND COPYRIGHT ISSUES

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POP ART : THE GOLDEN AGE BEFORE COPYRIGHT WAS KING



Pop artists absorb and borrow from **popular culture**. Similarly, pop culture spreads the images of pop art through **mass reproduction**, but is any of this legal? Recently strict copyright laws to protect intellectual property and ideas, have forced artists to incorporate the medium of policy. Will copyright laws eventually smother pop art completely or will they do more good by protecting originality and integrity? Going to the Palazzo Zevallos Gallery's pop art exhibition in Naples we will try to give an answer to this question. Looks the next 5 iconic pop art pieces: they are examples of copyrights violation and reflect on legal problems that some of their authors had to face .

THE “HOPE” POSTER 2008- SHEPARD FAIREY



Upon the recommendation of a publicist, Shepard Fairey created and printed 350 posters with the text, “Progress” centered at the bottom and the artist’s signature symbol, “OBEY” printed inside the Obama campaign logo. These prints sold for \$45 each within fifteen minutes and were later traded on Ebay for \$3,000-\$10,000. The second launching of 3000 posters featured with word “Hope” with the original campaign logo.

Although Shepard Fairey received instant acclaim for this work, the First Amendment couldn’t protect this legendary graphic designer, street artist, and creator of the OBEY campaign. Fairey served community service, was put on probation for two years, and paid \$250,000 in fines after lying to courts and deleting his computer records which proved he had manipulated a copyrighted AP photograph to create his image.

“GOLD MARILYN MONROE” 1962- ANDY WARHOL



Within the year of her controversial death, Warhol created this painting of Monroe based on a 1953 publicity still for the film, *Niagara*. Warhol famously combined the media of photography with painting using silk screen printing on his canvases. Unlike Shepard Fairey's secrecy about using the AP photograph, here Warhol openly chose to use a photograph known to millions, undermining the uniqueness and authenticity characteristic of traditional portraiture. He intentionally presented Monroe as an infinitely reproducible image.

“DROWNING GIRL” 1963- ROY LICHTENSTEIN



The source for this work is “Run for Love!,” the melodramatic lead story in DC Comics’ Secret Love #83, from 1962. Lichtenstein shortened the caption from “I don’t care if I have a cramp!” to the ambiguous “I don’t care!” and changed the boyfriend’s name from Mal to Brad.

“32 CAMPBELL'S SOUP CANS” 1962- ANDY WARHOL



Immediately after finishing "Gold Marilyn Monroe," Warhol created the Campbell's Soup Cans, one painting to represent each of the 32 varieties of Campbell's. Why Campbell's soup? Warhol explained, "I used to have the same lunch every day, for twenty years."

“GUERRILLERO HEROICO” 1960- ALBERTO KORDA



The image of Guevara was taken by Cuban photographer Alberto Korda on March 5th, 1960, while attending a memorial service for victims of the La Coubre explosion in Havana, Cuba. In 1967, Irish artist Jim Fitzpatrick was using Korda's image as a basis for creating his own stylized posters: Fitzpatrick hand-printed thousands of copies to give away to anyone for free in London. In November 2008, Fitzpatrick announced that he would be signing over the copyright of his Che image to the William Soler Pediatric Cardiology Hospital in Havana, Cuba. Additionally, Fitzpatrick publicized his desire to gift the original artwork to the archive run by Guevara's widow, Aleida March.

TIME FOR RIFLECTION



As you have seen , pop artists cut up magazines, copied comic books, drew trademarked products, reproduced covers from magazines, made ironic use of cartoons, painted over iconic photos of Hollywood stars and they created all these images by appropriating and reusing the work of others, without permission, and transforming it to make statements and evoke emotions never allowed by the original creators: it has been possible because it happened before the UN set up the World Intellectual Property Organization. Can you blame those artist? Or where free expression is concerned, the rights of the creators of the original source material should take a back seat to those of the pop artists? What do you think about the trend for turning everything that can be sensed and recorded into someone's property?

NEVER FORGET THE ARTIST LIVING INSIDE YOU!

Every child is an artist.
The problem is how to
remain an artist once
we grow up.

-Pablo Picasso

