

The Structure of Reproduction—Exploring Andy Warhol's Painting Style

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Abstract: *Andy Warhol, known as one of the most influential artists in the 20th century, is the founder of pop art in the visual art movement. He often appears in front of the public with grotesque images, whitewashing the boundary between high-level art and low-level culture, and changing the way we view and understand art today. In addition to high values and aesthetic tastes, his works of art also have a very strong commercial atmosphere. The innovation of this artistic style is a sign of self-expression and self-identification, which not only affects painting but also affects artistic concepts. Starting from the background of contemporary art and Andy Warhol's personal experience, this paper discusses that Andy Warhol has formed his own unique graphic painting language and pictorial style through "copying" mass production, which is inseparable from the achievements of pop art. This style has continuously influenced the development of contemporary art in the art language, material media and strong artistic trend.*

Keywords: *Andy Warhol; Copy; Contemporary painting; Painting style*

1. Andy Warhol's Graphic Painting Language and the Formation of Image Style

Andy Warhol had many titles from the 1960s to the 1980s. He was the founder of pop art, a film producer, a writer, a star artist, etc. Even unaware of Andy Warhol's non-art lovers, it is bound to encounter his work in everyday life. He has always advocated that art should be what you see is what you get. He once said, "You just need to look at my paintings, my movies and my appearance. This is me. There is nothing hidden beneath these surfaces." In the era when the media was not yet popular, his creative style covered almost all the popular elements, and he was the cutting-edge of the trend, the trend and symbol of the art of the times.

1.1. The influence of contemporary art and culture on the style of background painting

In the American society in the 1960s, individuals could get almost everything for free, and everything was a "promotion". Money is constantly flowing, and everyone is selling. If you are invited, they will send a car to pick you up, feed you, and entertain you. Andy Warhol once said: "The concept of America is excellent. The more equal something is, the more American it is." This is the core spirit of modern pop art.

American artists are deeply influenced by this business model. The young people in the new era are receiving the education and culture of the new era, which makes them easier to accept new things on their own initiative and strive to express themselves by pursuing an innovative psychological state. At this time, people are more urgent to need new commodities that can represent the characteristics of the times. So Andy Warhol tried to include some popular items in his works, mainly by means of misappropriation and mass production in the form of advertising, to find the deep connotation behind the items in his works. These commercial art atmosphere with the characteristics of mass media created under multiple factors laid a good creative environment for Andy Pop, making commercial elements an important part of pop art.

Daniel Shiffman pointed out in the Philosophy of Art: "In any case, the environment, that is, customs and the spirit of the times, determines the types of works of art. At the same time, it only accepts the varieties that are consistent with it, eliminates others that are inconsistent with it, and blocks its development with numerous obstacles."^[1] In the course of the development of contemporary painting, the reason for artists to create is not only to convey objective images, influenced by abstract

expressionism, he transformed his experiences and feelings of life into visual symbols floating on the surface. They try to give up the traditional art culture and aesthetic forms, to think independently and find the truth. Andy Warhol was deeply influenced by Dadaism. In that era, when traditional art was still a hostage, bold artists used waste and often ignored the daily necessities around them to show the characteristics of anti art, and regarded creative art as a realm rather than creating perfect works, such as Marcel Duchamp's representative work, the urinal. This anti art is both a kind of rebellion and a kind of irony, Andy Warhol has been looking for the positive side as the basis for his development. His purpose is not to deny the existence of beauty, but to expand the scope of beauty, form its unique image decoration, and pursue a young and fashionable design concept and style.

1.2. Influence of personal experience on painting style

Just as "art comes from life", Andy Warhol's unique painting expression also comes from his personal experience. In 1928, he was born in a poor family in the United States. It was the Great Depression of the 1930s. In the days when he was short of food, he often worked with his brothers to subsidize guests' portraits. His mother also found that he had a unique understanding and style of art, and sent him to Carnegie Mellon University for art education. He worked as the editor of the campus journal CANO in the university, skillfully used screen print to design many covers for the magazine.

In 1949, Andy Warhol went to New York to try commercial illustration. He fell in love with the commercial style and began to contact with different types of people. His first work germinated in Glamour magazine. In the 1960s, Andy began to make his silk screen printing series to express his idea: "I want to be a machine."^[2]In 1952, planning the illustration exhibition activities for the first time, he was born with a business mind and easy-going personality plus enthusiasm of art, gradually won the public recognition and love, since he is engaged in commercial illustration design professional technology also had a great influence on him, he opened "factory", absorbed the dream and talent to subvert the tradition, created the visual impact of the same system style of art. In the surface of the work form, is the industrial production of daily consumer goods arranged in the art hall, but the essence is the picture, through repeated copy practice, he successfully completed the successful exploration of commercial pop art, and eventually entered their own pop art visual world. These unique experiences make Andy Warhol have a very clear commercial tendency in his artistic creation. He believes that the humanities cannot be separated from commerce.

2. Andy Warhol's Graphic Painting Language and Image Style

Color matching, layout composition, material selection, etc. all determine the style of an artist's work. From the perspective of Andy Warhol's painting style, his graphic painting language and pictorial style are extremely prominent. Among the artistic elements such as composition, line, color, etc., he brings viewers a strong aesthetic experience and visual beauty. This universal value is continued in pop art.

2.1. Diversity of color and painting style

The color, composition and content reflect the artist's habits and attitudes towards life. Every artistic creation and practice of an artist is an outlet for his own personality and recent emotions. At this time, the art works are the best way for an artist to vent. We can also watch an artist's life indirectly through all his art works in his life.

Andy Warhol's lonely childhood is the most bleak color in his life, and his mentality is shy and closed. In the early and well-known Canned Campbell Soup and 210 Coca Cola Bottles, the cans and Coke bottles were repeated. Each can has similar red and white colors, and each Coke bottle is repeating colors. In some celebrity series, multiple copies of photos were used to add different color combinations and simple tendencies in the accurate line design. Although they are portraits of different characters, they all show a sense of indifference. When the viewer faces these pictures, he only sees a celebrity or daily necessities, and the rest of the reverie space is supplemented by himself.

American writer Rudolph Arnheim mentioned in his book *Art and Visual Intuition*: "When appreciating a work, the audience will inadvertently feel the repetition and difference he wants to express, the connection and difference between the whole and the individual."^[3] The colors in each work of art are superposed and repeated, constantly deliberating, forming the painting language style he wants to reach. Constantly deliberate and repeatedly think about the color content of the picture, so that the integrity of the work itself is more complete. Andy Warhol's personal emotions and economic conditions

are different at each stage, but he used the same painting methods and the same color purity, and carried out the same form of reproduction, reorganization, reproduction and reorganization. At this time, the painting style will also change, so that the light and color of the background color in the picture can be fully expressed. A variety of scattered and interspersed feeling contrast is generated. The form is full of vitality and strong sense of rhythm. It seems monotonous, but in fact, it has a kaleidoscope of changes. [4]

2.2. Selection of materials in line with the times

Andy Warhol can be roughly divided into two categories in the selection of creative themes: daily necessities and celebrities. However, no matter what kind of materials are used, they mainly restore the objective things, and then add decorative patterns and subjective colors to the objective things. He uses the familiar things around him to generate pictures in a regular way. These things are all taken from reality and returned to reality.

Warhol's artistic concept is to make art easy to understand, so that people do not need to spend too much energy to think about and appreciate this work of art. He moved the images of daily necessities and consumer goods to the easel painting intact. Even these are not works of art, but things that people tend to ignore in daily life are reorganized. At this time, an "anti art" artistic thinking has gradually entered the public's vision. This is a satire and ridicule of traditional painting on the shelf, as well as another way of realizing the objective from the subjective. Like *the Can of Golden Soup*, which he created, although this common can can't be bought and sold in the objective world, this can painting has gained great value from Andy Warhol by copying a large number of produced cans. The irony is not incomprehensible. In the face of a large number of products on supermarket shelves, most consumers will put the practicality of consumer goods first in the eyes of consumers, rather than buying meaningless goods; In the artistic concept of pop art, art is no longer a commodity. It seeks characteristics from the commonalities of the public. This strong attraction and economic value are more consistent with the concept of American consumerism at that time. In terms of artistic execution and artistic content, pop art blurs the boundaries between art and consumer goods that are unattainable in the eyes of the public.

Warhol's artistic practice gives the viewer a contradictory illusion of familiarity and strangeness, which is familiar and cordial in the sense of five senses, and can clearly define the irony of Andy Warhol in emotion.

2.3. Symbolic Aesthetics of "Reproduction"

Andy Warhol's artistic creation "copy" is used as the main composition structure to express the theme, which fully reflects the aesthetics of symbol system.

He takes a product as a unit and repeats it constantly. He will use celebrities, consumer goods or brands that were very popular in the United States at that time as a creative symbol of his own "copy" structural art. He will accurately capture the popular symbols of the times, which also fully reflect the needs of consumer culture in the United States and even the world at that time. For example, *Marilyn Monroe* uses this celebrity effect to study the public's demand and interest in art. Like this pop art, works of art produced and copied in large quantities through publishing have become a microcosm of the times and a synthesis of American business culture. At that time, Andy Warhol's symbolic aesthetics appeared.

From the capitalist perspective, it aroused the most basic material desire of the public, and also implicitly expressed the public's demand for culture and the lost part of the art market at that time. Modern traditional prints also use "copy" technology for artistic creation, but these artistic expressions are not plural. Andy Warhol takes plural as a form of expression and composition thinking, shaping it into an aesthetic style. Plurality is related to printmaking technology, but to further understand the plurality in Andy Warhol's art, we should first distinguish the two concepts of "reproduction printmaking" and "creation printmaking". From the perspective of the effect of artistic works, the traditional plural is not the focus of Andy Warhol's pop art, because the traditional print plural is based on the number of works, which is a mechanical reproduction for better dissemination, but a change in the digital sense, and is not a necessary element of artistic works.

3. The Influence of "Replicated Structure" on Contemporary Painting

Although Andy Warhol has passed away for a long time, his contribution to all aspects of art is of far-

reaching significance and influence. Let art come from life, take from life, and life is also a form of art. This unique artistic view, in contemporary art, his influence of popular culture cannot be matched, and is widely used in artistic language and material media, We will launch a commercialism cultural trend that meets the needs of the times, and let the young generation of artists who pursue art and self break the traditional art rules, social rules, and art market.

3.1. Artistic language and material media

Pop art, led by Andy Warhol, catered to the young people's pursuit of novelty after World War II, reflecting their values of daring to resist tradition and innovate boldly. Andy Warhol's paintings are characterized by cultural diversity, interesting content and bright colors. Unlike traditional painting methods that emphasize the use of painting techniques and fixed-point perspective to achieve the stereoscopic visual effect of the screen, Andy Warhol gave up this creation method. He focused on the flatness of the screen and used plane painting, line painting and other painting techniques to build the screen. This work reflects his emphasis on the flatness of the picture and his main idea of depersonalization from the aspects of picture design, artistry, decoration, etc. This also coincides with the idea of naming your studio "Factory". In Andy Warhol's works, the symbolic meaning of the image is more important than the image itself. This artistic language has had a huge impact and contribution to contemporary painting.

3.2. Raise the artistic trend of commercialism

More and more artists in today's era resonate with the issue that art is kidnapped by consumerism. In art practice, simple art concepts can no longer meet the basic needs of artists. At this time, art works have been closely integrated with the business model, and Andy Warhol is the driving force behind the commercialization of art. When art works are mass produced into fast moving consumer goods, people often have a series of reflections. If an artist is not involved in business, is his work still valuable? If an artist cannot become an excellent businessman, can he still be called an artist? This is an era dominated by consumer culture, and art creators should think about it. ^[5] At this time, "balance" is the answer to this question. In the commercial led art reform, contemporary art creators began to combine art concepts with brands, and put the era proposition in the main position. This kind of art concept that guides consumption gradually permeates people's daily life, becoming a closely related part of consumer life.

The use of popular elements and the integration of photography art form the visual tension brought by repetition. The combination with commerce is undoubtedly successful and subversive. Contemporary art begins to think about the relationship between art and commerce because of the emergence of spectrum art. It is undeniable that contemporary artists are constantly bound to money by their own artistic value.

Since pop art, contemporary art has set off an artistic trend of commercialism. Jeff Koons has transformed modern commodities into artistic forms, colorful sculptures and interesting "balloon dogs"; Kusama explains himself with wave points, and the reproduction of colorful wave points is full of life; Murakami integrates eastern tradition and western civilization, art and popularity, entertainment and viewing, and makes the smiling "sun flower" bloom thousands and thousands. If we want to distinguish the art commercialization created by spectrum art from contemporary design, contemporary design is to make daily necessities more artistic, while art commercialization is to gradually make artistic creation become daily necessities.

4. Conclusions

Andy Warhol pursued artistic authenticity and advocated himself. He looked down on the entire art business culture from the perspective that everyone is an artist. He was not so much the godfather of pop as he only admired himself. He mixed his feelings and ideas, and turned art from an obscure language into a value and era characteristic that everyone can enjoy. Each of his works caters to the values of art audiences, business model innovation and the epitome of the times. Undoubtedly, Andy Warhol is ahead of the times. Although his works of art could not be immediately recognized by all art audiences at that time, the social value of these works of contemporary art, which were influenced by the smoke, came into being spontaneously.

References

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