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Andy Warhol's pop art to gain 10 days of fame at Capitola Mall

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Late pop icon Andy Warhol, who transformed the ordinary into art with his images of soup cans, is getting a fitting tribute from the commonplace — his work is being showcased in shopping malls.

The Capitola Mall will display 32 of Warhol's original artworks June 9-18 in the only Northern California stop of a national shopping mall tour.

The free exhibit includes Warhol prints of James Dean, the Marx Brothers, Superman, Mickey Mouse, Judy Garland and

George Gershwin.

The pieces are on loan from Ronald Feldman Fine Arts of New York and come from some of Warhol's best-known portfolios: Ads, Endangered Species, Myths, Ten Portraits of Jews in the 20th Century and his last series, Moonwalk.

The 50-stop Warhol Limited Tour began two years ago at the Union Station shopping center in Indianapolis. It is the kickoff effort of the Art of Shopping Inc., which aims at bringing museum-quality artwork to shopping malls.

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WARHOL

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Company tour manager Mark Tucker said he launched the enterprise with Warhol because, with subjects such as Van Heusen shirts and Chanel perfume, "the works definitely fit into the scheme of things."

"Some of those items are actually available in the stores," Tucker said. "Everyone can relate to these images."

The exhibit's other California sites were Santa Barbara, Thousand Oaks and Escondido. Capitola was added as a destination because mall officials showed strong interest in the idea, Tucker said.

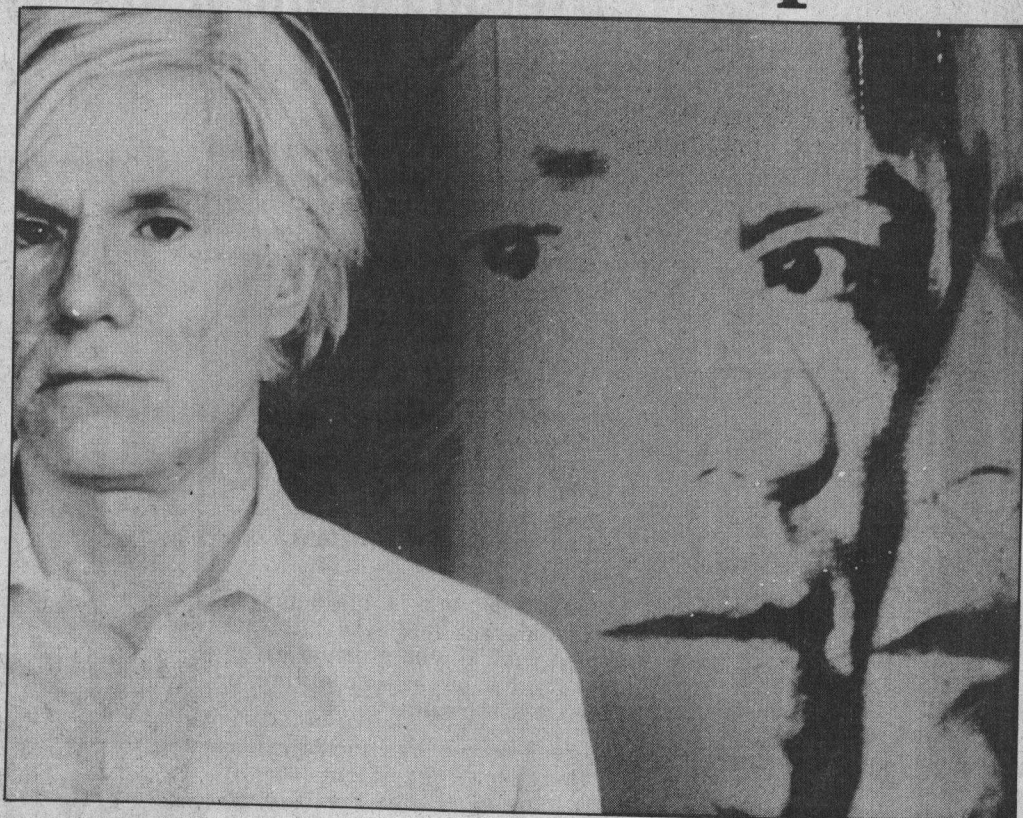
"It's kind of a new venture for us," Capitola Mall marketing director Kendra Howell said. "We haven't really done anything with true artists before, so I think it should be a real kick."

Born Andy Warhola in Pittsburgh, Warhol died in his late 50s of a heart attack in 1987. A frail, diminutive iconoclast with a shock of silver hair, he rose to fame in the early 1960s with his poster-like paintings of Campbell's soup cans. He went on to produce images of everything from Brillo boxes to Marilyn Monroe.

A well-known figure in avant-garde circles, Warhol was one of few artists to transcend the limited renown of painters and achieve the widespread celebrity of a pop star.

Warhol's voluminous work, churned out in his New York studio, "The Factory," spanned various media. In addition to prints, he produced films, the Velvet Underground rock band, the Rolling Stones' "Sticky Fingers" album cover — a blue jeans image with real zipper — and the gossip magazine Interview.

Warhol also was known for his pithy aphorisms



Artist Andy Warhol also produced films, a rock band and the gossip magazine Interview.

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such as, "Everyone in the future will be famous for 15 minutes." He promoted the notion that "everything is art" and said he loved boredom and wanted to be "a machine."