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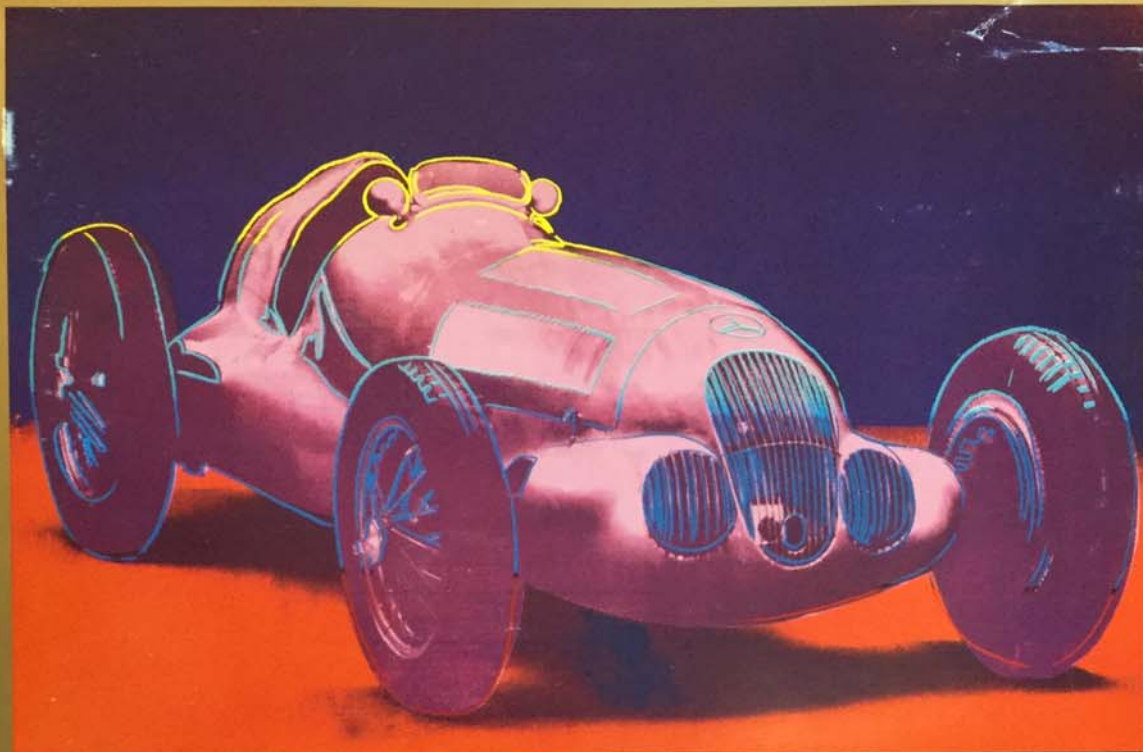
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A N D Y W A R H O L C A R S



SOLOMON R. GUGGENHEIM MUSEUM
1071 FIFTH AVENUE
NEW YORK, NEW YORK 10128
September 30 - November 27, 1988

A N D Y W A R H O L C A R S



FOR IMMEDIATE RELEASE

PRESS PREVIEW--Thursday, September 29, 1988
10:00 a.m. - Noon

ANDY WARHOL, CARS TO OPEN AT THE GUGGENHEIM MUSEUM

Andy Warhol, *Cars*, the first American museum exhibition of Warhol's work since his death in 1987, will open at the Solomon R. Guggenheim Museum on September 30 and remain on view through November 27, 1988. Featuring thirty-five paintings and twelve drawings previously unexhibited in the U.S., the *Cars* series is devoted to a single motif, the automobile, and is among the last works by this seminal artist. The project was to have encompassed 100 years of automobile history, based

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Andy Warhol's *Cars* is supported by a generous grant from Mercedes-Benz.

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GUGGENHEIM

SOLOMON R. GUGGENHEIM MUSEUM 1071 FIFTH AVENUE, NEW YORK CITY 10128

Mercedes-Benz Model C 111 Experimental Vehicle,
1970 (Mercedes-Benz Typ C 111 Versuchswagen,
1970)
1986

Acrylic and silk-screen ink on canvas,
60 1/8 x 50 3/8"
Collection Daimler-Benz AG

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GUGGENHEIM

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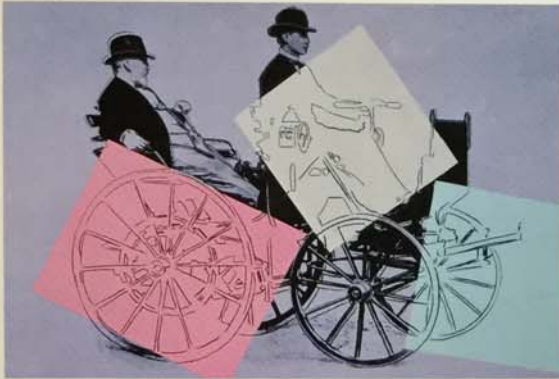
Mercedes-Benz W 125 Grand Prix Car, 1937
(Mercedes-Benz Formel-Rennwagen W 125, 1937)
1986

Acrylic and silk-screen ink on canvas,
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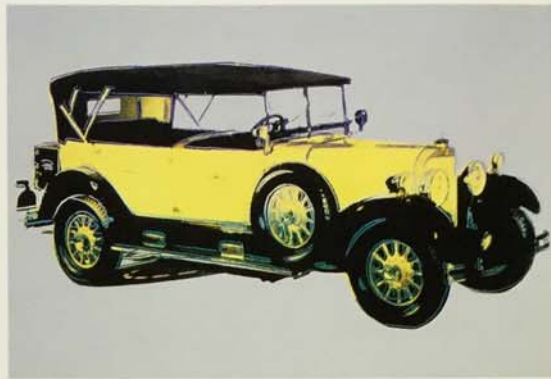
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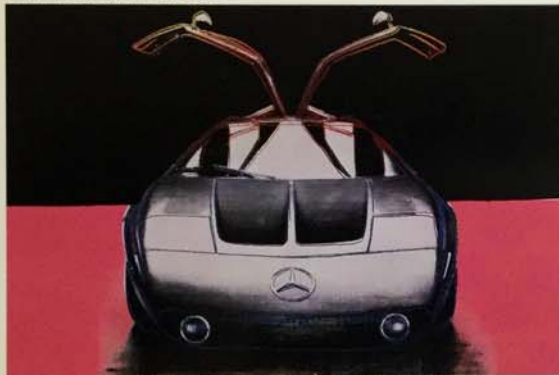
A N D Y W A R H O L C A R S



1. Gottlieb Daimler in the Back and His Son Adolf at the Wheel of a Daimler Motor Carriage, 1886. 1986



2. Mercedes Model 400 Touring Car, 1925. 1986



3. Mercedes-Benz Model C 111 Experimental Vehicle, 1970. 1986



4. Mercedes-Benz 300 SL Coupe, 1954. 1986



5. Mercedes-Benz W 196 R Grand Prix Car (Streamlined Version), 1954. 1986

This exhibition of some of the last works made by Andy Warhol before his sudden death in 1987 features 47 paintings and drawings, previously not exhibited in the U.S., devoted to a single motif, the automobile.

Andy Warhol, *Cars* is supported by a generous grant from Mercedes-Benz.

Guggenheim Museum
Fifth Avenue at 89th Street

September 30 – November 27, 1988



6. Mercedes-Benz W 125 Grand Prix Car, 1937. 1986

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The exhibition is supported by a generous grant from Mercedes-Benz. Organized by Dr. Götz Adriani, Director of the Kunsthalle Tübingen, German Federal Republic, and art historian Werner Spies, the presentation opened at the Kunsthalle Tübingen in January and will travel internationally after its showing at the Guggenheim.

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Throughout his career Warhol maintained a cool, detached attitude as he explored issues and chose images that reflected the impact of the mass media and consumerism on Western culture. As Thomas M. Messer, recently retired Director of The Solomon R. Guggenheim Foundation, states in the catalogue preface, Warhol was "an artist whose achievement is based upon an extraordinarily acute sense of the signs of his time." In the Cars series Warhol chose his first European theme, using subjects that were not only consumer products but also symbols of luxury -- automobiles that had "star quality." Many of the cars, with their sleek forms and hot colors, seem to float in space, much like the Coke bottles and Campbell's Soup cans in Warhol's earlier sequences, familiar products which the artist transformed into twentieth-century icons. The largest paintings in the exhibition display Warhol's characteristic repetition of nearly identical silk-screened images, which parallel the mass production of commercial goods as well as the endless multiplicity of photographic imagery in the media.

Born in 1928 in Forest City, Pennsylvania, Andy Warhol received his B.F.A. from the Carnegie Institute in Pittsburgh in 1949. During the 1950s he was active in New York primarily as a commercial artist and illustrator; he also began to exhibit his drawings. In the early 1960s Warhol began to make paintings of comic-strip characters and subjects derived from advertisements, as well as Coke bottles and soup cans, and in 1962 he started to use a silk-screen process to render his images instead of hand painting them. By 1964 he had produced the Disaster series and sequences of portraits and flowers; in addition he made three-dimensional facsimile Brillo boxes and sculptures of other well-known household products. His first solo museum exhibition was held at the Institute of Contemporary Art, Philadelphia, in 1965.

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From the mid-1960s on Warhol spent much of his time at The Factory, his New York studio, making films that centered obsessively on the duration of events and on repetition. In 1969 he founded Interview magazine and, in the early 1970s, he began once again to concentrate his efforts on painting, working on monumental images of celebrities, commissioned portraits and the Hammer and Sickle and Skull series. Warhol published many books throughout his career, including The Philosophy of Andy Warhol (1975) and POPism -- The Warhol '60s (coauthored by Pat Hackett, 1980). By the 1980s Warhol was not only involved in publishing but was also executive producer of "Andy Warhol's TV" on cable television. He died unexpectedly on February 22, 1987, of postsurgical complications in New York.

In conjunction with the exhibition, the Guggenheim will present a panel discussion, "Early Sixties: The Surge of American Pop," moderated by art historian Barbara Rose at 8 p.m. on Tuesday, November 15. Panelists will include artists Allan Kaprow, Claes Oldenburg and George Segal and art historians Henry Geldzahler and Robert Rosenblum. A fully illustrated catalogue with a preface and acknowledgments by Thomas M. Messer, a critical essay by Werner Spies and an extensive biographical section will accompany the presentation.

END

#508

August 30, 1988

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SOLOMON R. GUGGENHEIM MUSEUM

For Release IMMEDIATELY

1071 Fifth Avenue, New York City 10128, 360-3555

COLLECTION SHOW TO ACCOMPANY ANDY WARHOL, CARS AT THE GUGGENHEIM MUSEUM

Return to the Object: American and European Art from the 1950s and 1960s in the Guggenheim Museum Collection, presented in conjunction with the exhibition Andy Warhol, Cars, will be on view at the Solomon R. Guggenheim Museum from September 23 through November 27. Drawn from the Museum's permanent holdings, the installation focuses on work by European and American artists whose renewed concern with subject matter brought a return to recognizable imagery during the 1950s. Reacting to the many forms of abstraction that had dominated art since the mid-1940s, painters and sculptors turned to the world of objects and everyday events for themes. They challenged the traditional boundaries between art and reality by incorporating unconventional materials and images derived from popular culture into their paintings, collages, assemblages, sculptures and environmental room-pieces.

The exhibition explores the related developments of assemblage, junk sculpture, Pop Art and Nouveau Réalisme through 65 examples by such artists as Beuys, Chillida, Cornell, Dine, Dubuffet, Johns, Klein, Kiesler, Lichtenstein, Nevelson, Oldenburg, Rauschenberg, Samaras, Segal and Tinguely. Highlights include Cornell's delicate construction Untitled (Grand Hotel de l'Observatoire) of 1954, Rauschenberg's powerful combine painting Untitled of 1963 and Dubuffet's witty sculpture from the Hourloupe series, Bidon l'Esbroufe of 1967. Among other important works in the exhibition are Klein's Blue Sponge, ca. 1959, Warhol's Orange Disaster No. 5, 1963, and Beuys's vitrine Incontro con Beuys, 1974-84. Part of a continuing series that reflects the Museum's commitment to showing its rich collection in different thematic contexts, the presentation has been organized by Susan B. Hirschfeld, Assistant Curator.

#509

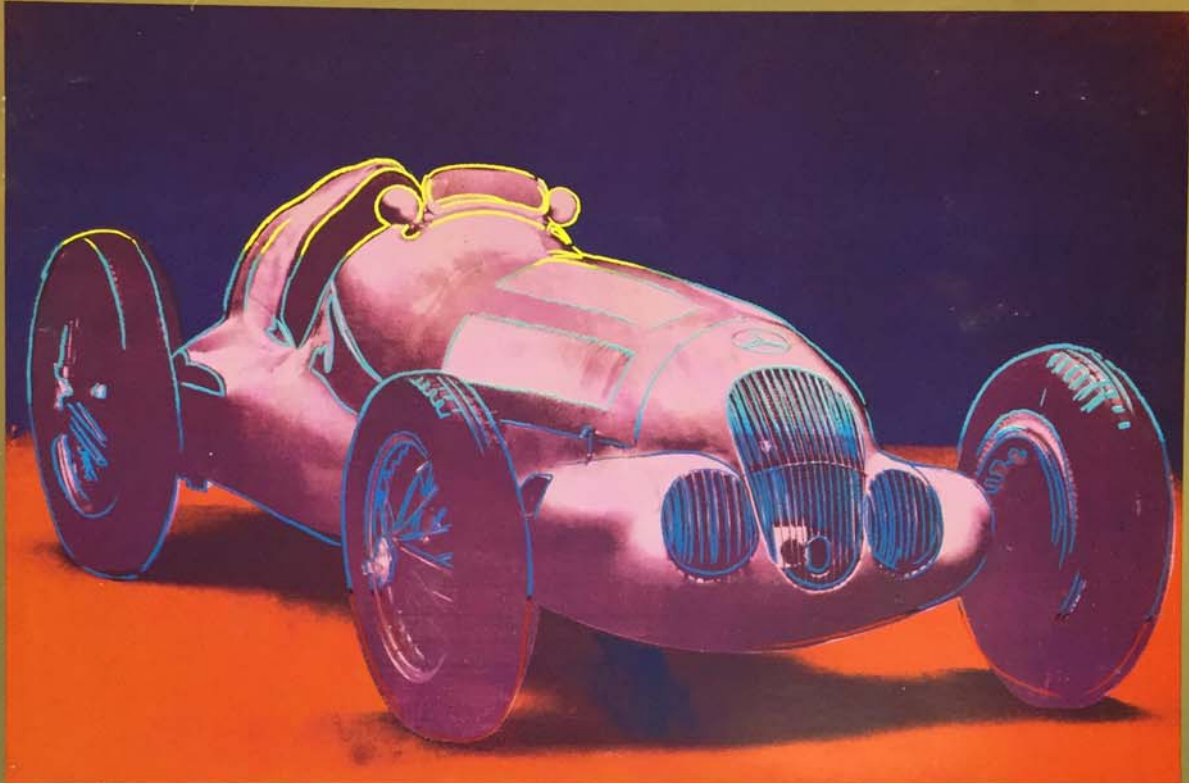
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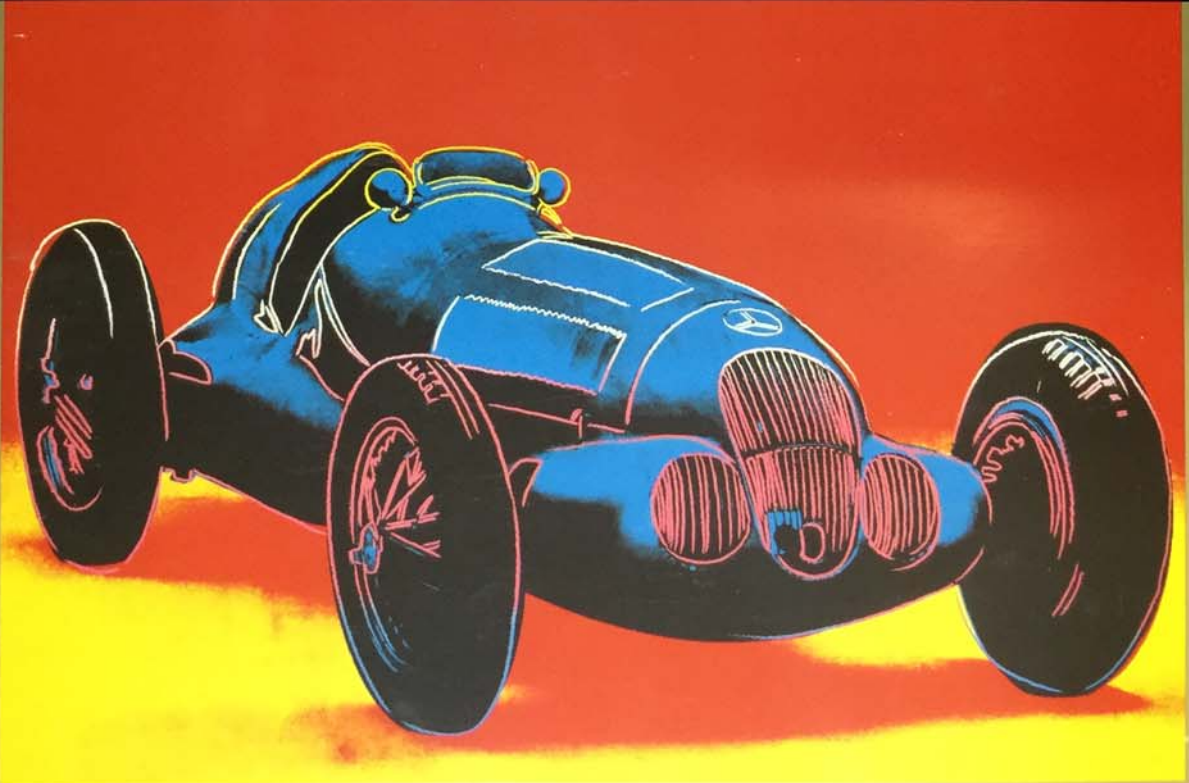
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ANDY WARHOL CARS



1. Gertie Daniner in the Back and His Son Adolf at the Wheel of a Daniner Motor Carriage, 1886, 1986



2. Mercedes Model 400 Touring Car, 1925, 1986



3. Mercedes-Benz Model C111 Experimental Vehicle, 1970, 1986



4. Mercedes-Benz 300SL Coupe, 1954, 1986



ANDY WARHOL CARS



SOLOMON R. GUGGENHEIM MUSEUM
1071 FIFTH AVENUE
NEW YORK, NEW YORK 10128

September 30 - November 27, 1988

ANDY WARHOL CARS



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ANDY WARHOL CARS

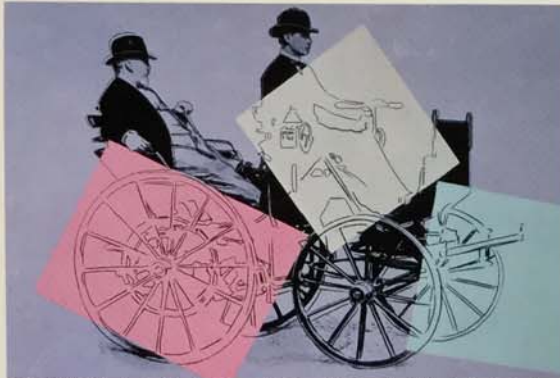


Andy Warhol Cars is supported by a generous grant from Mercedes-Benz.

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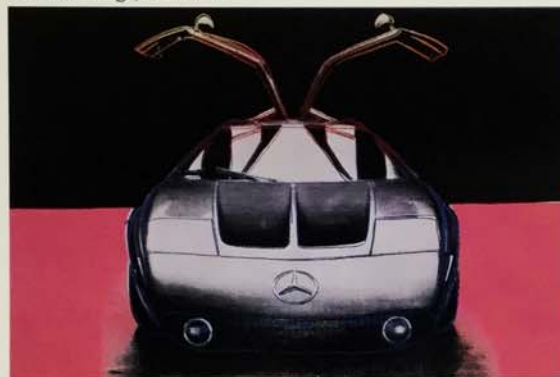
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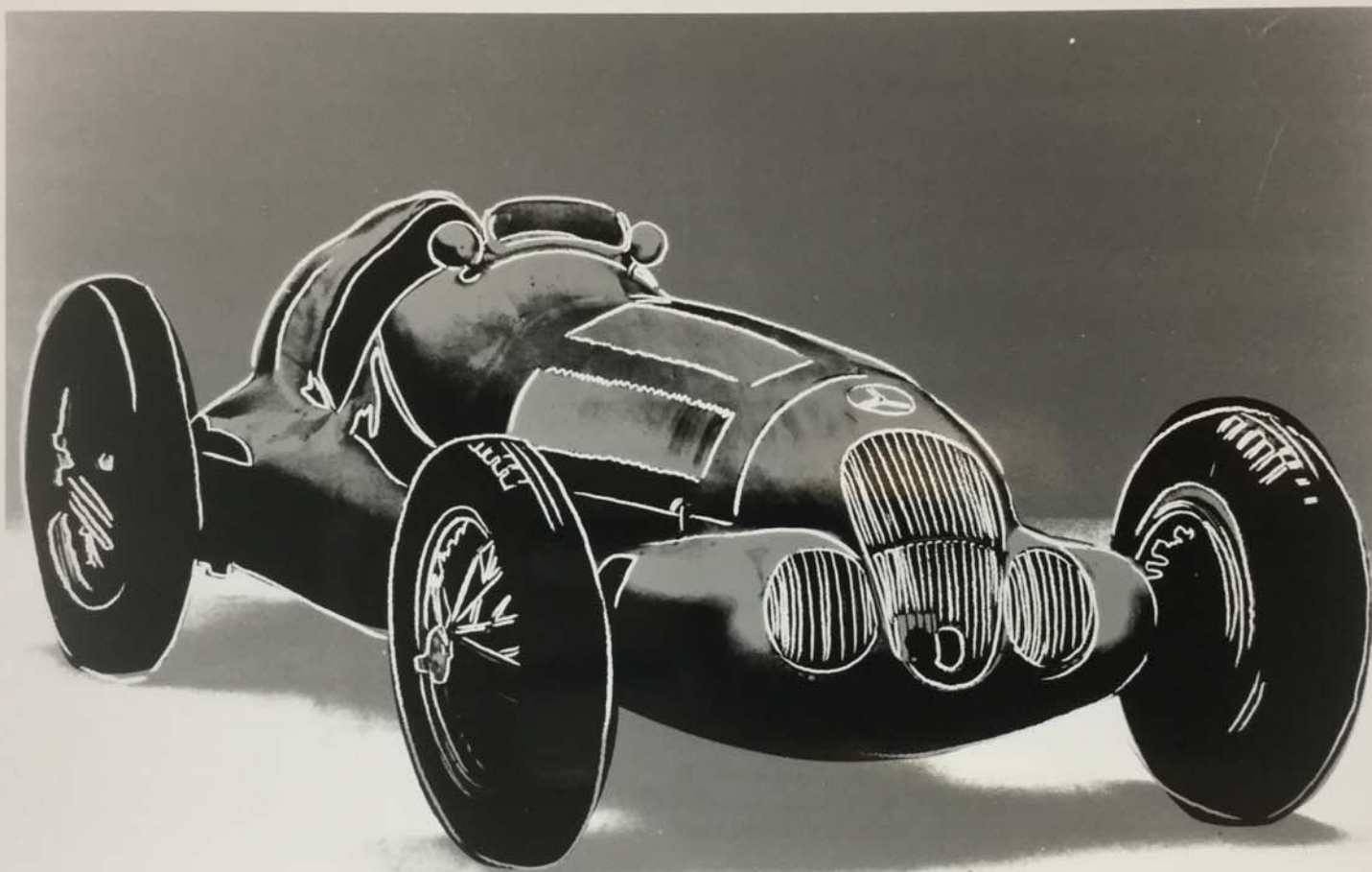
Guggenheim Museum
Fifth Avenue at 89th Street
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6. Mercedes-Benz W 125 Grand Prix Car, 1937. 1986

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GUGGENHEIM

SOLOMON R. GUGGENHEIM MUSEUM 1071 FIFTH AVENUE, NEW YORK CITY 10128

Mercedes-Benz W 125 Grand Prix Car, 1937
(Mercedes-Benz Formel-Rennwagen W 125, 1937)
1986

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40 1/4 x 60 1/8"
Collection Daimler-Benz AG

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