

Theory: Kunstgeschichte(n): Pop Art & Art Pop (gLV)

The art history of pop. The pop history of art.

Angebot für

Bisheriges Studienmodell > Hochschulweites Lehrangebot > Geöffnete Lehrveranstaltungen
Bisheriges Studienmodell > Fine Arts > Bachelor Fine Arts > Theorie

Nummer und Typ	BFA-BFA-Th.20F.012 / Moduldurchführung
Modul	Theorie
Veranstalter	Departement Fine Arts
Leitung	Jörg Scheller
Anzahl Teilnehmende	maximal 16
ECTS	3 Credits
Voraussetzungen	Course language: English
Lehrform	Seminar
Zielgruppen	Open for exchange students

Interested students of other study programmes can contact studium.dkm@zhdk.ch and will be informed at the end of calendar week 06 about a possible participation.

Lernziele / Kompetenzen Knowledge of the history and theory of pop culture(s), pop art, avant pop and art pop

Inhalte This seminar gives an introduction to the history and theory of pop culture in general, pop art and art pop in specific, starting with the 1950s and the British Independent Group and ending with obscure metal music from the 2010s.

"Pop" used to be the cultural expression of Western liberal democracies. It was young, fresh, consumerist, easy-going. From the 1950s onward, pop art has reflected and experimented with pop culture, exploring its potentials and exposing its limitations. This comfortable division of labor, as it were, is over.

Not only has mainstream pop turned the tables and draws increasingly from pop art and the fine arts in general, e.g. Beyoncé in the music video to "Hold Up" or Kanye West for the cover of "My Beautiful Dark Twisted Fantasy". Pop is also thoroughly globalized and has long transcended 'the West'. Today, pop only exists in plural. There is musealized pop in Europe, there is burgeoning pop in Africa, there is activist pop in Asia.

While pop art has lost its momentum in the West, so called "avant pop" has become a vital force. Pop songs are now examined by scholars just like avant-garde paintings, black metal musicians such as Hunter Hunt-Hendrix theorize their music extensively, and Lady Gaga sets herself apart from Britney Spears by branding her practice as "Art Pop".

With that said, pop is no longer "easy". It is no longer "young". That's why it is subject of a seminar. We can't dance forever.

Synopsis: introduction to the histories and concepts of pop (culture), pop art, art pop and avant-pop

Jörg Scheller is an art historian, journalist and musician. He is professor for art history in the department fine arts at the ZHdK and guest lecturer at the Poznan University of the Arts, Poland. His essays are regularly published in DIE ZEIT, NZZ, frieze magazine, Camera Austria, among others. He is also singer and bassist of the metal duo Malmzeit (since 2003) and the regressive rock duo The Silver Ants (since 2015). www.joergscheller.de

Bibliographie / Literatur	Will be provided on paul.zhdk.ch
Leistungsnachweis / Testatanforderung	Mandatory attendance (minimum 80%); active participation.
Termine	Time: 09:15 - 17:00 o'clock CW 13: 23 / 24 / 25 / 26 / 27 March
Bewertungsform	bestanden / nicht bestanden