

Koller Auktionen - Lot 3781

A189 Prints & Multiples - Saturday 29 June 2019, 10.00 AM



ANDY WARHOL

(Pittsburgh 1928 - 1987 New York)

Apple. 1985.

Colour screenprint. 165/190. Signed in pencil lower right: Andy Warhol. Sheet size 96.5 x 96.5 cm on Lenox Museum Board. Published by Ronald Feldman Fine Arts, New York (with the blindstamp). Printed by Rupert Jasen Smith, New York (with the blindstamp). From the 10-part portfolio "Ads".

Provenance: - Cobra Fine Art, San Francisco. - Purchased from the above in 1991 by the present owner, since then private collection Switzerland. Catalogue raisonné: Feldman/Schellmann, no. II.359. In 1985 the 10-part portfolio "Ads" was created, in which Andy Warhol explicitly addressed the topic of

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advertising. He used official logos and advertisements from companies and films as the basis of his works. In 1976, Apple, now a global corporation, was founded by Steve Jobs, Steve Wozniak and Ron Wayne, and through its technology but also its design, by the 1980s the personal computer became a mass-produced object. The apple as trademark was, and still is today, one of the most well-known and distinctive trademarks worldwide. Apple's claim that it would make the computer accessible to the masses and establish the company as a brand, corresponds to Warhol's idea of bringing the icons of consumer society into art – which is definitely the case with Apple. It is therefore no surprise that "Apple" also found its way into his oeuvre. With his Pop Art Andy Warhol revolutionised art and is undoubtedly one of the most important and influential artists of the 20th century. He brought art into the world of every one of us and made it accessible to everyone, by using well known everyday objects and elevating them to art objects in his works, often through series of works. The same applied to techniques: Warhol made no distinction and saw no difference in value between painting, drawing or graphic art. He used the technique, that often being the silk screen, which enabled the best and widest dissemination of his art.

CHF 50 000 / 70 000

€ 43 860 / 61 400

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