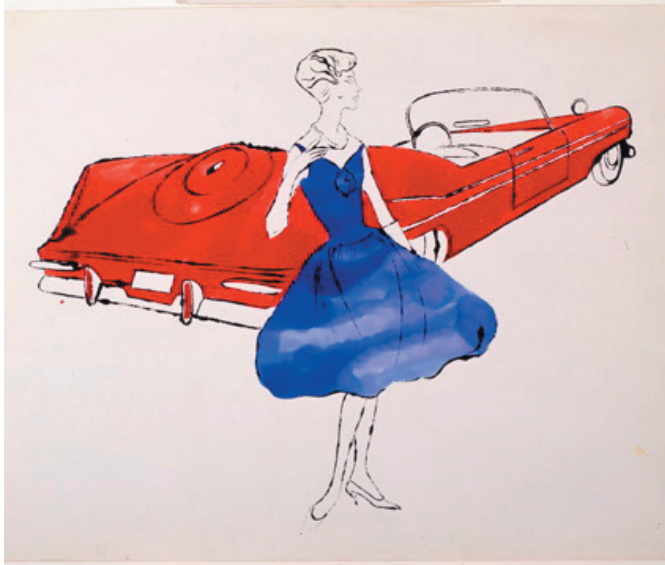


FOR IMMEDIATE RELEASE:



Andy Warhol, *Female Fashion Figure (Woman and Car)*, 1950s  
Founding Collection, Contribution The Andy Warhol Museum, Pittsburgh.  
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## *Andy Warhol Presents* July 11 - October 7, 2007

Reception: Thursday, July 12, 5-8pm

*Andy Warhol Presents*, highlights the early career of the well-known Pop icon when he worked as a commercial artist in the 1950s. Warhol arrived in New York City from Pittsburgh in 1949, and published his first work with *Glamour* magazine later that year. These illustrations were part of an eight-page insert dedicated to the question, "What is Success?" Warhol prophetically answered that, "Success is a job in New York." From the start, Warhol was interested in the connection between art and commerce. His whimsical drawings, while optimistic portrayals of fashion and glamour, were ultimately intended to create an identity to help sell products. His penchant for shoes

quickly made him one of the most well known illustrators of women's footwear in New York, and his images repeatedly appeared in distinctive advertisements for I. Miller. His career as an illustrator flourished with additional commissions from *Glamour*, as well as *Harper's Bazaar*, *Mademoiselle*, *Vogue*, and *McCall's*.

Andy Warhol used his art to create a fantasy, which sold products through evocation. His unique illustrative style caught the eye Gene Moore, the noted window-dresser for Bonwit Teller and, later, Tiffany's. Moore hired Warhol and other contemporary artists such as Jasper Johns, Robert Rauschenberg, and James Rosenquist early in their careers to create artful window displays in New York. *Andy Warhol Presents* features selected reproductions of these historic displays by Warhol, in which he transferred his well-wrought line into large-scale scenes creating a fanciful world that gently seduced consumers. Later in his career, when he had absorbed the lessons of commerce and art that he learned as a commercial artist, Warhol used his prolific style to collapse identity, product, and art. *Andy Warhol Presents* investigates the commercial seeds of this influential artist's use of display and the aesthetics of desire that translate into commerce.



Andy Warhol, *Fantasy Shoes*, ca. 1956. Founding Collection, Contribution The Andy Warhol Museum, Pittsburgh. © Andy Warhol Foundation for the Visual Arts / ARS, NY.

Organized by UAM Acting-Curator Natalie Sanderson, *Andy Warhol Presents* will be on exclusive view in Santa Barbara from July 11 – October 7, 2007. On view in the adjacent Renaissance galleries will be selections from the Museum's Sedgwick Collection of Old Master Paintings, which were donated to the Museum in 1960 by Mr. and Mrs. Francis Minturn Sedgwick, the parents of Andy Warhol's muse and "Factory Girl," Edie Sedgwick.