



Mel Ramos

Superman at the Supermarket

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ISBN	9783735601667
Publisher	Kerber
Binding	Hardback
Territory	World excluding Germany, Austria, Switzerland, the US & Canada
Size	230 mm x 160 mm
Pages	96 Pages
Illustrations	59 color, 10 b&w
Price	£24.00

- This catalogue is a homage to Mel Ramos - one of the first artists to embrace Pop Art - in celebration of his 80th birthday

In 1963 Mel Ramos, one of the first artists to embrace Pop Art, developed a preference for a tantalising, seductive visual language. In typical Pop Art colours, beauty queens and nude Hollywood stars are combined with commodities to populate his paintings. In accordance with advertising aesthetics, he placed female bodies in erotic, occasionally vulgar poses on top of consumer goods, thus taking his theme from advertising's enduring slogan, 'sex sells'. This catalogue is a homage to Mel Ramos, in celebration of his 80th birthday.

Text in English and German.