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Pop Art Now

Heiner Meyer

Edited by Studio 66

Renèe Gadsden

ISBN	9783735609724
Publisher	Kerber
Binding	Hardback
Territory	World excluding Germany, Austria, Switzerland, the US & Canada
Size	230 mm x 305 mm
Pages	120 Pages
Illustrations	198 color
Price	£47.00

- Internationally renowned artist
- Critical reflection of pop art, its history and its place in the art of the future

Internationally renowned artist Heiner Meyer (b.1953) utilises Pop Art strategies, combining visual material from a vast variety of contexts. His paintings combine comic figures, compositions by Picasso or Hockney, and advertising for modern luxury brands, condensing them into a new pictorial creation that allows for a diverse range of reflections that update the critical potential of Pop Art in the face of contemporary consumerism.

The publication ***Pop Art Now*** shows various views of the installation and paintings from the exhibition at the Kunstforum Wien, as well as recent works from the last two years. In her text, art historian Dr Renée Gadsden provides insights into the exhibition and Heiner Meyer's oeuvre since the beginning of his artistic career.

Text in English and German.

Heiner Meyer was born in Bielefeld, Germany in 1953. He continues to live and work in Germany. In recent years Meyer has emerged as one of Germany's most important Pop artists. He has been delivering freeze-frame glimpses of our national consumer psyche for nearly 40 years. His paintings present an unbiased, outsider's view of American Pop Culture through dynamic works combining the influential imagery of our lives. Unlike the Pop Art movement which focused on the individual everyday object, Meyer's work highlights the stream of juxtaposing visuals fed to us daily from the past and the present that reflect upon who we are.







Published 13th Jun 2024