

CASTELLO DI RIVOLI

Piazza del Castello, 10098 Rivoli (Torino)

tel. 011.9587256/9581547 fax 011.9561141/9563915

PRESS RELEASE

EXHIBITION

**ANDY WARHOL
DIPINTI PER BAMBINI**

IN THE OCCASION OF THE BIENNALE
OF YOUNG ARTISTS OF EUROPE
AND THE MEDITERRANEAN

CURATOR

TEACHING DEPARTMENT

PRESS OFFICE

MASSIMO MELOTTI

OPENING

THURSDAY 20 FEBRUARY 1997

PERIOD

21 FEBRUARY - 25 MAY 1997

MUSEUM HOURS

TUESDAY TO FRIDAY 10am-5pm.
SATURDAY AND SUNDAY 10am-7pm
THE FIRST AND THIRD THURSDAY OF EACH
MONTH 10am-10pm
MONDAY CLOSED

EXHIBITION SITE

CASTELLO DI RIVOLI
MUSEO D'ARTE CONTEMPORANEA
PIAZZA DEL CASTELLO
10098 RIVOLI (TORINO)

THE ARTIST AND THE EXHIBITION

Andy Warhol (Pittsburgh 1928 - New York 1987) is considered the master of American Pop Art and one of the most important artistic personalities of our time. For this artist, the serial repetition of images by technical means was not simply a way of making art, but a technique of fundamental theoretical worth.

"The reason I paint in this way" said Andy Warhol "is that I want to be a machine, and I feel that I obtain the results I want when I do something and do it as if I were a machine."

A cultural guru in New York, the big apple of advertising and mass media, Warhol and his works brought about drastic change in contemporary art while also influencing the way images are used.

His *Campbell's soup*, *Green Coca Cola bottles*, *Dollar Signs* and portraits of famous characters have become images and symbols of contemporary society.

One year after his death, the Museum of Modern Art in New York organised the largest ever retrospective exhibition devoted to the work of Andy Warhol.

The itinerant exhibition was presented at the Art Institute in Chicago, the Hayward Gallery in London, the Ludwig Museum in Cologne, the Palazzo Grassi in Venice, the Musée national d'art moderne, and the Centre Georges Pompidou in Paris.

Andy Warhol was renowned for his love of toys.

With his friend Stuart Pivar, he used to visit little markets and bric-a-brac shops in search of old and rare objects: clocks, jewellery and American folk artefacts. He also brought hundreds of toys in addition to Art Déco and Art Nouveau objects: after his death numerous packages were found still unopened.

In 1983, the art dealer Bruno Bischofberger suggested to Warhol that he should produce a series of paintings devoted to children.

"When I took my children to visit a museum" said Bischofberger "I had to lift them up so they could see the paintings. Then I had the idea of asking my friend Andy Warhol to paint paintings for children, with toys as their subject. I would then hang them in my gallery at an appropriate height so that the children could see them effortlessly."

Warhol jumped at the idea.

He chose a certain number of subjects typical of the world of childhood or inspired by toys in his collection: parrots, donkeys, fish, dogs, pandas, clowns, cats, apples, which he painted in different colour variations on canvases measuring 28 x 36 cm.

On 3 December 1983, the exhibition opened at the Bischofberger Gallery in Zurich. Warhol was present. The gallery walls were covered with wallpaper bearing a repeated fish pattern, which was produced by the artist himself. This gave visitors

the impression of being inside a huge aquarium with all the paintings hung at an ideal height for children. The exhibition was hugely successful.

The Teaching Department of the Castello di Rivoli Contemporary Art Museum proposes to recreate the 1983 exhibition.

An exhibition of about thirty works will be arranged in accordance with the original design in a room on the third floor of the museum.

Objects of enjoyment

Castello di Rivoli Teaching Department

Toys have a relatively recent history. The combined effects of the industrial revolution and nineteenth-century philosophical and educational thinking have helped to create the relatively new notion that childhood is a separate world. Before the advent of modern educational theories, however, children were treated as small adults born with a mission to grow up as quickly as possible. Of course we hear stories of toys and fantastic objects built specially for illustrious children. But less privileged children of all ages from all over the world usually had to make do with home-made objects.

By the second half of the Nineteenth century, the new, solidly successful bourgeois class was sufficiently rich and resourceful to lay the foundations of a separate childhood world. Children were considered human potential worth investing in. Play and toys are known to be closely linked to intellectual development and learning. A toy is as much part of childhood activities as a tool is typical of adult life. It acts as a support, an aid to development and an aid to organisation; it helps form a rounded personality in a totally unique way. A doll and teddy bear are reassuring and protective companions. They ease the important acts of daily life.

These same objects and others: monkeys, parrots, pandas, mechanical bears and toy trains, form the subjects of works specially designed and created for children by a great toy collector - the artist Andy Warhol. The works were originally exhibited on 3 December 1983 in Bruno Bischofberger's gallery in Zurich. In this exhibition, the size of the paintings (28x36cm), the way they were hung and the subjects themselves, highlighted the artist's wish to bring himself closer to the world of childhood.

The paintings were positioned at children's eye level and the walls were covered with fish-patterned wallpaper.

The room was designed to look like a fantastic aquarium.

On 20 February 1997, the Castello di Rivoli will exhibit a selection of about thirty works from the same installation. This is the first time that the museum has organised an exhibition specially for children and it will be curated by the Teaching Department.

This exhibition is latest event in a very busy teaching schedule, which involves about 25,000 schoolchildren visiting the museum each year. It was decided that this event should be devoted to children in order to provide continuity with previous events.

These events were as follows: an exhibition *Collezioni di Francia* [*Collections from France*] (15 February - 21 April 1996) including work by Jeff Wall and Dan Graham, the *Padiglione dei bambini* [*Children's Pavilion*], 1986-89 - and *Il laboratorio dei bambini* [*the Children's Workshop*] 1992, installed by the artist Maria Eichhorn as part of the exhibition *Il logos del corpo vivente* [*Logos of the Living Body*] (16 May - 15 September 1996).

Many famous artists have turned their attention to the world of childhood in the past. Picasso produced many portraits of his children and invented sculpture/toys for them. These include his famous *Chèvre* in bronze made using a kitchen basket as a body. He also painted dolls and other objects for his daughter Paloma.

At the museum, children see the work of artists and come into contact with specific items typical of the world of art.

Due to the individual nature of its subject - i.e. toys or the daily life and imagery of children - Andy Warhol's exhibition forms an ideal springboard for a series of initiatives designed to make us reconsider the importance of play and toys.

For this reason, we have decided to introduce a competition for schools. This will eventually result in a publication containing drawings, collages, paintings, nursery-rhymes and stories on the theme of toys.

Works in Exhibition

Train, 1983

Terrier (blue dog), 1983

Terrier (white dog), 1983

Space Ship, 1983

Fish, 1983

Aeroplane (purple background), 1983

Aeroplane (yellow background), 1983

Emergency, 1983

Robot (red-blue robot), 1983

Robot (red-blue-green background), 1983

Roll over mouse, 1983

Apple, 1983

Parrot, 1983

Train (red background), 1983

Train (rose background), 1983

Train (green background), 1983

Panda (black background), 1983

Robot (blue-yellow background), 1983

Robot (green-black background), 1983

Robot (blue-black background), 1983

Fips, 1983

Monkey, 1983

Police car (blue background), 1983

Police car (red background), 1983

EXHIBITION PROGRAMME 1997

Sipario (Stage Curtain) Opening 20 February. Period 21 February - 25 May 1997

Curators: Maurizio Fagiolo dell'Arco and Ida Gianelli

Catalogue: Charta

Il Quattordici Luglio [14 July]-La spoglia del Minotauro in costume d'Arlecchino [Remains of the minotaur in Harlequin costume], a theatre stage curtain (8.20x13 metres), created by Pablo Picasso to celebrate the French national holiday in 1936 forms the focus of this exhibition. This key exhibit is on show in the great hall on the second floor, while the rest of the show presents a highly selective series of theatrical stage curtains, installations and sketches produced by various artists from the beginning of the century to the present day. The works on show are by Giacomo Balla, Giorgio de Chirico, Alberto Savinio, Giulio Paolini and Enzo Cucchi. One artist has been chosen to represent an individual historical period and the exhibition itinerary includes an installation specially created by Giulio Paolini in addition to a new stage curtain created for the Castello di Rivoli's own theatre.

On Kawara. Opening 20 February. Period 21 February - 20 April 1997

Curators: Jean Louis Maubant and Pascal Pique.

The Castello di Rivoli's retrospective exhibition on this Japanese artist, presented in collaboration with the Nouveau Musée/Institut d'Art Contemporain - Villeurbanne, Lyon, includes works produced from 1964 to the present day. Since 1966, On Kawara has nurtured an individual artistic style which plays on concepts of time and space to examine the meaning of continuity and transience.

This artist's work takes various forms: from the sending of telegrams or postcards, to the production of calendars with dates painted on canvas. Different units of time are used. Years, days and minutes become emblematic moments of history or reality.

The retrospective show, curated by Jean-Louis Maubant and Pascal Pique, includes 14 series of works including books, paintings, drawings, telegrams and postcards.

Andy Warhol. Dipinti per bambini. Opening 20 February. Period 21 February - 25 May 1997

Curated by the Teaching Department

To mark the occasion of the Biennale of Young Artists of Europe and the Mediterranean.

In 1983, Andy Warhol began to paint a series of works specifically devoted to children, known also as a *Toy Paintings*. As a concession to the world of childhood, the paintings had to be hung at a lower level than usual so that they could be seen more easily. The chosen format was also smaller. Warhol produced his work on 28x36 cm canvases: the paintings depict monkeys, parrots, fish, dogs, pandas, clowns, cats and apples in different shades of colour. The works will be exhibited in a room on the third floor of the museum. The special wallpaper hung in the room, decorated with printed fish in various colours, was designed by Andy Warhol for the first presentation of the exhibition.

A selection of about thirty works will be on view at the Castello di Rivoli.