



Andy Warhol

(August 6, 1928 – February 22, 1987)
Painter, graphic designer, filmmaker, writer, central figure of "Pop art"

Andy Warhol was born Andrew Warhola in Pittsburgh to Rusyn immigrants from Miková, a little village in north-eastern Slovakia (former Austria-Hungary).

As a child, he suffered three nervous breakdowns (chorea) in one-year intervals. His father-miner died when he was 13 years old. He was bonded with his mother -who never learned properly English - very strongly, so they lived together until her death.

Warhol showed an early artistic talent. He studied commercial art at the School of Fine Arts at Carnegie Institute of Technology in Pittsburgh (now Carnegie Mellon University). In 1949, he moved to New York City and began a successful career in magazine illustration and advertising. In the late 1950's, Andy started to paint. He was obsessed by the desire for fame, popularity and fortune. All of it came true thanks to his typical paintings of banal everyday objects and portraits of celebrities (that he was doing on the spot for 25 000 dollars each).

His total estate was estimated at tens of millions dollars. He declared that beauty is everywhere and in everything – whether you look at the Hollywood celebrities he portrayed, or at the Campbell's Soup cans he pictured. He was fascinated by the American consumer society and its world of advertisement (that he managed to make an art of). „The biggest art is to make money“, he used to say. When his friend asked him to paint something he likes the most, he simply

drew a bunch of banknotes. He was at his peak in the 1960's when Pop Art came into fashion in the United States. This workaholic became so wealthy that he could afford his own studio called The Factory where all of his most famous creations took place. He engaged and directed "artistic assist-



ants" to help him with the prints, films and other forms of art. It became a place of endless parties full of wild entertainment, drugs and group sex. Teenagers from wealthy families who wanted to be in vogue spent their free time in the Factory as well. He loved to sit back, simply observing and filming youths, and this was the be-

ginning of his inclination to voyeurism. In his experimental films which were characterized by exceptional length, fixed-camera, absence of cut and minimum of action, he made Superstars out of ordinary boys and girls whenever he wanted. He promoted transgender characters, homosexuals and celebrities of the underground. In the next stage, he focused on a more realistic portrayal of erotic scenes. "In the future everyone will be famous for fifteen minutes," he used to say. One of his most famous

films is called Sleep, which monitors a man sleeping for over six hours. He made over 80 films. In 1963, he switched to silkscreen prints, which he produced serially. He created unconventional portraits of many celebrities. From the year 1965, he was sponsoring a rock group called The Velvet Underground and acted as the band's manager. An attempt on Warhol's life by one of his actresses in his Factory in 1968, suddenly put an end to the hectic period of his free-minded activities. He survived, but the shooting had a profound effect on his life: he started to be horrified by death and suffered from paranoia. He devoted much of his

time to his fashion magazine Interview and drew 50 to 100 portraits per year until the end of his life, including Lenin, Mao Tse-tung, John Lennon, Elvis Presley, Marilyn Monroe. He once proclaimed: "I just see Marilyn Monroe as just another person. As for whether it's symbolical to paint Monroe in such violent colors: it's beauty, and she's



beautiful and if something's beautiful it's pretty colors, that's all. Or something". It was almost impossible to see through the extremely sensitive nature of this artist who also wrote books and passionately loved to take photographs of the people he was with. He looked strange and was upset about it: he did not like to be touched, his face was pale and his eyes were cold-soulless. He was constantly wearing a silver-grey wig. His approach to art redefined the new type of artist as someone impersonal who can be a Superstar at the same time. He died at the age of 58 from a heart attack after undergoing a routine gall-bladder surgery. Thousands of people attended his funeral which was held in his home town Pittsburgh.

Warhol about arts

"I have found out that everything I do relates to death."

"It's incredible how many people hang a painting of an electric chair on the wall, just because it matches with the color of the curtain."

"The art of business is the next step of art. I have started as a commercial artist, and I would like to end up as an artist of business."

Warhol about life

"What's great about this country is that America started the tradition where the richest consumers buy essentially the same things as the poorest. You can be watching TV and see Coca-Cola, and you know that the President drinks Coke, Liz Taylor drinks Coke, and just think, you can drink Coke, too."

"Making money is art, working is art, but good business is the best art of all."

"Going shopping is more American than thinking, I am American in the same way like everybody else."

"Publicity is like eating peanuts. Once you start you can't stop."

"The most beautiful thing in Tokyo is McDonald's. The most beautiful thing in Stockholm is McDonald's. Peking and Moscow don't have anything beautiful yet."

"My philosophy is: Every day is a new day. I don't worry about my life or my art. The Cold War disturbs me, for sure, but you can't do much about it."

Photos taken at the first-ever private gallery containing original pieces of art by Andy Warhol - Mihal gallery located in The Hotel Muza, Pri prachárni 5, Košice. The art works are also available for sale. Space of the gallery is also suitable for rental of private functions or business meetings. Pride of the gallery is an unique print of Marilyn Monroe from 1967.

MÚZA

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The newly built Hotel Muza, Košice, is trying to offer something special on Slovak market within the variety of Slovak hotels. It lies especially in an original idea to create a hotel as an unconventional gallery of several muses of art - film, fine arts and music one. There is one storey dedicated to each of these muses. What makes this hotel unique is the fact that the rooms are not numbered. They are identified by names of artistic personalities (e.g. Greta Garbo, Andy Warhol etc.) instead. We are really proud of our private gallery containing original pieces of art of Andy Warhol - mihal gallery.



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