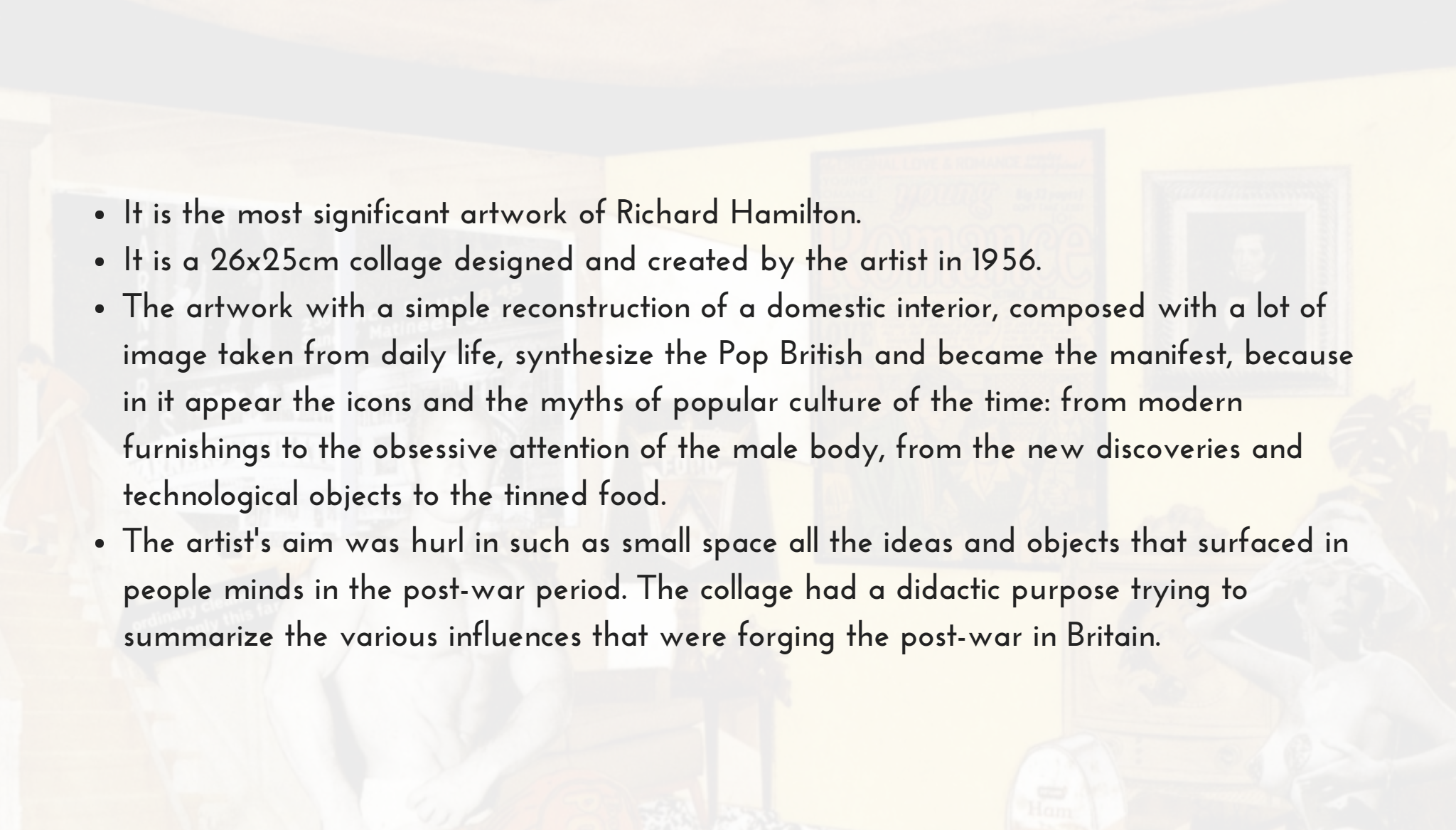


# RICHARD HAMILTON

JUST WHAT IS IT THAT MAKES TODAY'S HOMES SO DIFFERENT, SO APPEALING?

Marta Deias



- 
- It is the most significant artwork of Richard Hamilton.
  - It is a 26x25cm collage designed and created by the artist in 1956.
  - The artwork with a simple reconstruction of a domestic interior, composed with a lot of image taken from daily life, synthesizes the Pop British and became the manifest, because in it appear the icons and the myths of popular culture of the time: from modern furnishings to the obsessive attention of the male body, from the new discoveries and technological objects to the tinned food.
  - The artist's aim was to hurl in such a small space all the ideas and objects that surfaced in people's minds in the post-war period. The collage had a didactic purpose trying to summarize the various influences that were forging the post-war in Britain.

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# POP

The word POP on lollipop hand held by the bodybuilder will be the inspiration that will give birth to the American Pop Art.



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# NEW SCENERY DOMESTIC

The artwork depicts the image of a middle-class living room that was in a women's magazine of which the reclame gives the title.

On lamp shade in the center emerges the logo of Ford Motor Company of the 1955.



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# MAN- WOMAN

The main characters are two figures that the painter defines how the new Adam and Eve that represent the new ideal of female and male.

On the left you see the male figure represented by bodybuilder Irvin "Zabo" Koszewski, third place winner of the 1954 Mr America that symbolize the obsessive men's body care. Here the man hold up the lollipop of Tootsie Roll Pop brand.



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# MAN- WOMAN

The female figure, stretched out on the couch on the right, is the American painter Jo Baer naked, as a representation of pin up of the time. Here the painter criticizes the vision of woman as object by placing a lampshade on her head.



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# FOOD AND TECHNOLOGIES

Also the food sector was revolutionary especially for the aspect of consumptions. On the table, in fact, stands out a tin of ham of Armour Star.



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# FOOD AND TECHNOLOGIES

The interior is then also equipped with the new appliances that alleviate the life of the housewife of the time, as the vacuum cleaner on the stairs with the woman. That was an advertisement of the new model of Hoover vacuum cleaners "Constellation" of which the arrow in the stairs exalts the convenience.



**NEW HOOVER**  
*Constellation*  
(with exclusive double-stretch hose)  
Cleans twice the area of any other cleaner

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# ENTERTAINMENT

Old and new entertainments appear in post-war life.

Old as the poster, out of the top of the window, of the film *The Jazz singer*, 1927.



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# INFORMATION

Numerous magazines and newspaper appear in the collage and the living room walls are decorated by the comics of 1950 "Young Romance". The attention to comics compared with the Victorian pain beside is the constrast between "high" and "low" art that characterizes all the Pop Art.



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# SPACE

In the upper part of the artwork as if it were the ceiling there is an image of the Earth that seems to herald the Space Era, not so far away during the Cold War.



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