

Ronald Feldman Fine Arts

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ANDY WARHOL: MODEL

FEATURING WARHOL POSING FOR CHRISTOPHER MAKOS

NOVEMBER 2 – DECEMBER 21

Life itself might be a work of art. That is modern art's most radical proposition. Art doesn't have to be a painting or drawing. It can be the way an artist acts and speaks. Andy Warhol was Andy Warhola's masterpiece. Michael Kimmelman, *The New York Times*, October 6, 2002

The Feldman Gallery will exhibit photographs, silkscreens, and videos that examine how Andy Warhol inserted images of himself into Pop culture. From the creation of the Warhol "look" in the 60s to his celebrity status in the 80s, Warhol created a public persona that remained recognizable yet unknowable.

The exhibition will feature Warhol posing for the photographer Christopher Makos in two series, in drag and as a model, as well as video documentation of the sessions. The photographs consist of more than thirty vintage contact sheets, with original grease pencil markings, along with composite and individual images.

Relating to transformation and transgression, the first series, *Altered Images*, plays with the production of glamour and comments on Warhol's techniques of portraiture. Inspired by Man Ray's photograph of Duchamp as a female, the series references an earlier Warhol observation that "It's hard work to be an imitation woman of what was only a fantasy woman in the first place."

A second series, *Warhol: Model*, shows Warhol practicing model poses and commissioned assignments. The series, performances for the camera that study the projection of personality or its erasure, undermines the artifice of posing.

Self-portraits span the decades of Warhol's oeuvre as he continuously used himself as a subject. The exhibition includes classic images of the younger Warhol and silkscreen variations on paper from the 70s. Later portraits include an image based on his modeling career and *The Shadow*, in which Warhol depicted himself as the mysterious radio character.

The videos include clips of screen tests of Andy Warhol by Gerard Malanga when the Factory was adopting the methods of the Hollywood studio; episodes from his self-produced cable show, *Andy Warhol's Fifteen Minutes*; Andy's cameo appearance on the popular television series, *The Love Boat*; and three spots for *Saturday Night Live*. A clip from a fashion show at the Tunnel shows Warhol walking the runway, his last public appearance. Documentation of his endorsements in advertising campaigns will be on display as well.

There will be an opening reception: November 2, 6:00 – 8:00 PM. Gallery hours are Tuesday – Saturday 10:00 – 6:00, Monday by appointment. For information, contact Laura Muggeo (212) 226-3232 or Laura@feldmangallery.com.