



Leseprobe

Paul Maréchal

Andy Warhol: The Complete Textiles and Fashion

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Zum Buch

This visually stunning volume is the first to document in its entirety Andy Warhol's graphically charged and whimsical work in textiles and fashion.

Spanning more than three decades, this book highlights a little-known but influential aspect of Warhol's creative output: his inventive use of printed fabrics and wearable design. From roller-printed cottons and border patterns in the 1950s to screen-printed garments in the '70s and '80s, these works reveal the foundations of his Pop aesthetic—serial imagery, commercial motifs, and a playful engagement with surface and form. His designs appeared on T-shirts, handkerchiefs, silk scarves, laundry bags, underwear, and jackets—everyday items he purchased off the rack and transformed through image and repetition.

These early textile creations also mark a crucial step in his artistic development, serving as the origin of the serialization that would define his entire body of work. Because these designs were never intended for galleries or museums, they remained largely overlooked—until now. Featuring over 200 illustrations, many previously unpublished, the book showcases Warhol's collaborations with manufacturers and designers, including projects with Stephen Sprouse, Halston, and *Interview* magazine. It also includes promotional pieces, garments made from his textiles, and rare ephemera that place these creations within the broader context of mid-century and postmodern design.

Warhol expert Paul Maréchal offers fresh insight into how these works blurred the line between art and commerce, long before artist-brand collaborations became the norm. His engaging text repositions Warhol not as a conventional fashion figure, but as a visual innovator who reimagined how patterns, products, and popular culture could intersect. Rich in detail and visual flair, this book is essential for Warhol admirers and anyone interested in the crosscurrents of art, clothing, and design.

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