

~~THEFT~~

ART

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ART

ART IS RAVE

BE BITHEFT

Good artists copy, great artists steal.

Show me something you think original and I'll show you a lack of reference.

The Beatles lifted lyrics and melodies from Chuck Berry. Hunter S. Thompson typed out Fitzgerald's *The Great Gatsby* word for word while practicing prose. Vermeer traced his images using Camera Obscura. Originality is just a pseudonym for 'beg, borrow, and steal'.

**Creativity is being brave
enough to rip something off.**

THEFT

ART

Pablo Picasso

Four boys discovered the Lascaux cave accidentally in 1940; a French cave complex with more than 600 parietal paintings estimated at 17,000 years old. The most famous cave being *The Hall of Bulls*. That same year Picasso would visit the cave. Emerging to say, “They’ve invented everything.” In 1945 Picasso created *The Bull*, a series of 11 Lithographs. The caves weren’t available for public viewing until 1948.

Lascaux Cave, Bull (15,000 BCE)



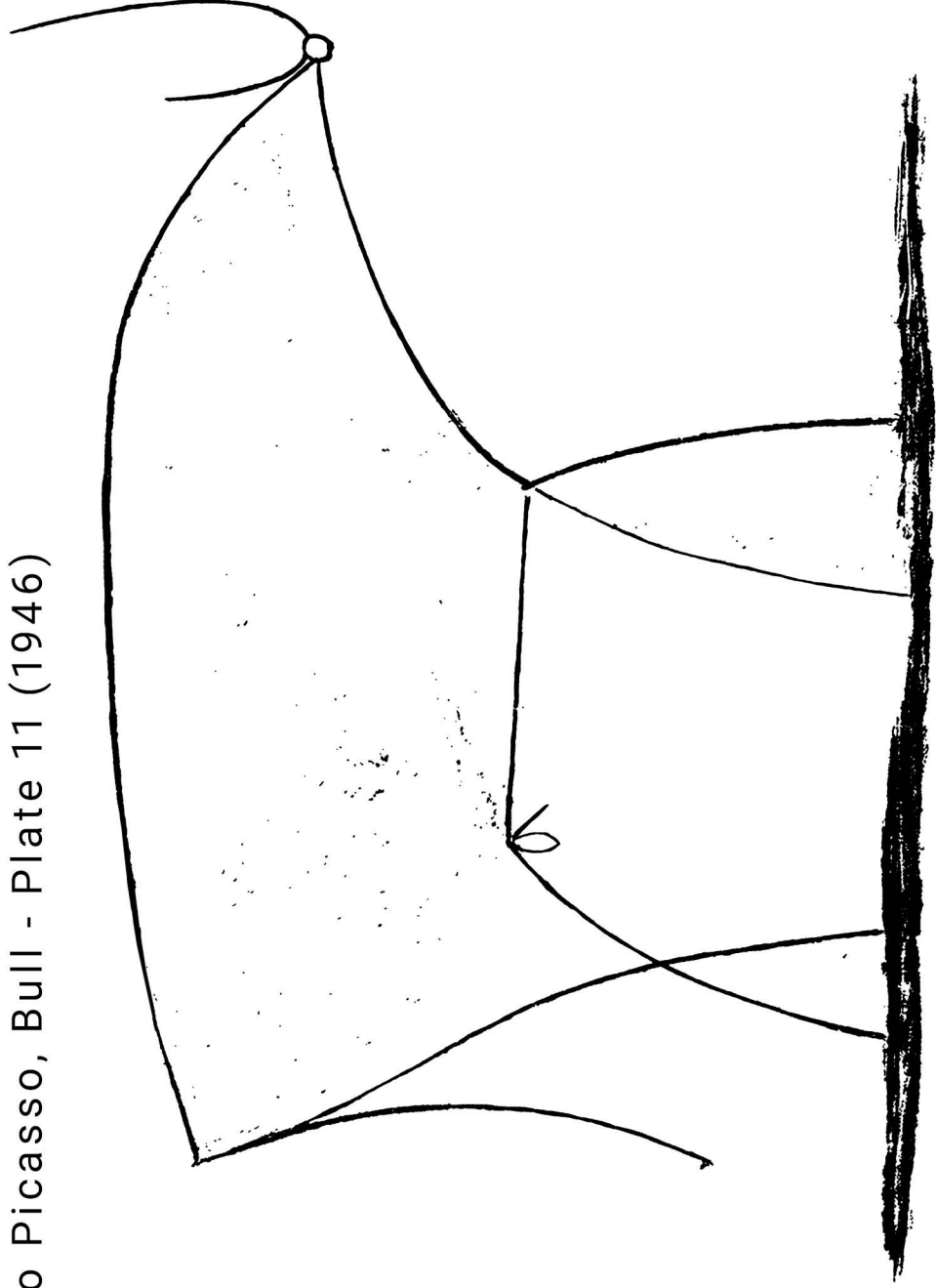
Coca-Cola
REG. U.S. PAT. OFF.

Coca-Cola (3), Andy Warhol (1962)



Coca-Cola, The Coca-Cola Company (1912)

Pablo Picasso, Bull - Plate 11 (1946)



**The danger
for most of
us lies...
in setting
our aim too
low, and
achieving
our mark.**

**Andy:
Because it's
easier to do.**

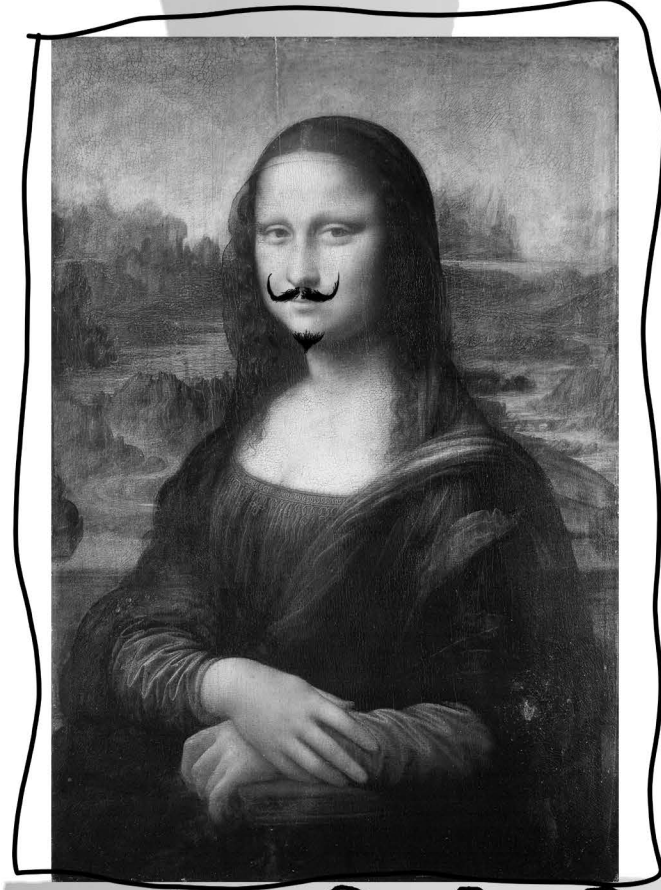
In 1916 bottlers of Coca-Cola formed a committee and convened to select a design. Soon distinct green bottles with an embossed script began to appear nationwide. Thirty years later less than 1% of Americans could not identify a Coke bottle by shape alone. In 1962 Andy Warhol displayed hand-painted depictions of the bottle in an art show *The Grocery Store*.

**Reporter:
So you've
just copied a
common
item then.
Why have
you both-
ered to do
that?**

Michaelan- gelo

Discobulus of Myron, a Greek sculpture from the Classical Period of which the Renaissance was based, figures an athlete throwing a discus. The work survives via numerous studies by Roman artists. Like those 1200 years before Michaelangelo would spend his youth studying works of the Classical Period, under the Medici. Studies which lead to the penultimate symbol of the Renaissance *David*.

Discobolus, Myron (460-450 BCE)



L H O O Q

TABLEAU DADA PAR MARCEL DUCHAMP

*Mustache for Pissarro
Goatee for Marcel Duchamp
April 1919*

L.H.O.O.Q., Marcel Duchamp (1919)



Mona Lisa, Leonardo Da Vinci (1503)

David, Michaelangelo (1504)



**I came to
feel an artist
might use
anything to
say what he
(or she)
wanted to
say.**

Marcel Duchamp

Davinci's *Mona Lisa* is perhaps the world's most well-known painting. Studied endlessly Marcel Duchamp was the first to parody the work in 1919. As what Duchamp referred to as a 'readymade': common objects altered, renamed, and placed in a proper setting. *L.H.O.O.Q.* is a cheap print of the Mona Lisa onto which Duchamp drew a moustache and beard then appended the title.