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Subtitle: Clarendon Roman 24 pt.

Byline: Chaparral Pro Italic Caption
12 pt.

Subheading: Clarendon Roman 14 pt.

Body Text: Chaparral Pro Regular
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Captions: Chaparral Pro Bold
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References: Chaparral Pro Semibold
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Italic Display 10/13 pt.

* text: M. Decker, 2007

The Daily Object: Pop Art Comes to Life

By Theodore Geisel

Origins of a Name

Even though the movement is known as Pop Art today, it has been referred to as several different names throughout history. The Sidney Janis Gallery in New York, which displayed some of the most famous pieces by Warhol and Lichtenstein, referred to the movement as 'New Realists.' Artists from different countries were soon being categorized into themes such as 'daily object' and 'mass media.' Other names were 'repetition,' 'accumulation,' and 'mass-produced objects.' By 1971 the genre still had not taken one single name. *Neo-Dada*, *Factual Art*, and *Common-Object Paintings* were what much of the work was labeled at this point in time. The term Pop Art did not take effect until critics determined that the name 'realist' carried too many political and moral ideas. They decided to categorize it as *Pop Art*. After this had taken place, as a curator, Alloway helped to cement the term in America. Instead of Pop Art having the connotation of mass media and popular culture, it was now linked to the fine arts itself.

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