

Andy Warhol and the Can that Sold the World

Gary Indiana



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In the summer of 1962, Andy Warhol unveiled 32 Soup Cans in his first solo exhibition at the Ferus Gallery in Los Angeles—and sent the art world reeling. The responses ran from incredulity to outrage; the poet Taylor Mead described the exhibition as "a brilliant slap in the face to America." The exhibition put Warhol on the map—and transformed American culture forever. Almost single-handedly, Warhol collapsed the centuries-old distinction between "high" and "low" culture, and created a new and radically modern aesthetic.

In *Andy Warhol and the Can that Sold the World*, the dazzlingly versatile critic Gary Indiana tells the story of the genesis and impact of this iconic work of art. With energy, wit, and tremendous perspicacity, Indiana recovers the exhilaration and controversy of the Pop Art Revolution and the brilliant, tormented, and profoundly narcissistic figure at its vanguard.

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