



Kiki Kogelnik *Miss Universe, 1963* - Oil and acrylic on canvas - 59.9 x 48 inches - Courtesy Galerie Natalie Seroussi
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OCT. 3, 2020 - MARCH 28, 2021
1, PLACE KLEIN - NICE
www.mamac-nice.org
@mamacnice_officiel

THE AMAZONS OF POP

SHE-BAM POW POP WIZZ!



VILLE DE NICE



Niki de Saint Phalle (1930 – 2012) - *Shooting Session on the Malibu Hills*, 1962.
Photographer: William Claxton / Courtesy Demont Photo Management.

SHE-BAM POW POP WIZZ! THE AMAZONS OF POP

In the early 1960s, paper heroines emerged from the comics plates to explore a forbidden world. Their names are Barbarella, Jodelle, Pravda la Survireuse... They were free, powerful and sensual such as the Amazons. Born out of a teenage culture, they embodied a new ideal that would be the starting point for an unprecedented social and sexual revolution.

Besides these paper representations, other heroines, very real ones, took a part in the invention of a new artistic language – undoubtedly the most popular one of the second half of the 20th century: the POP ART. Their works, like comic books, were full of vibrant rainbow colours. Though various ways, they envisioned a different world, with dreamed forms and bet on the construction of a better world rather than on an artificial amnesia of the dark hours of the past. Until 1973, the progressive future seemed reachable - sexual emancipation, social rights, pacifism, extraterrestrial imaginations, etc. - and their works proclaimed it: *Love is All We Need!*

However, the artists were fully aware of the obstacles that littered this time capsule from 1961 to 1973, particularly with the imperialist wars, geopolitical polarities, the frantic race for consumption, etc. In this sense, the POP of the Amazons became complex, creaky... and tinged with raging humour.

For the first time on this scale, She-Bam Pow POP Wizz! The Amazons of POP tells us the open story of a generation of European and North American women who contributed with bold and flamboyance, to a less famous side of international POP ART.

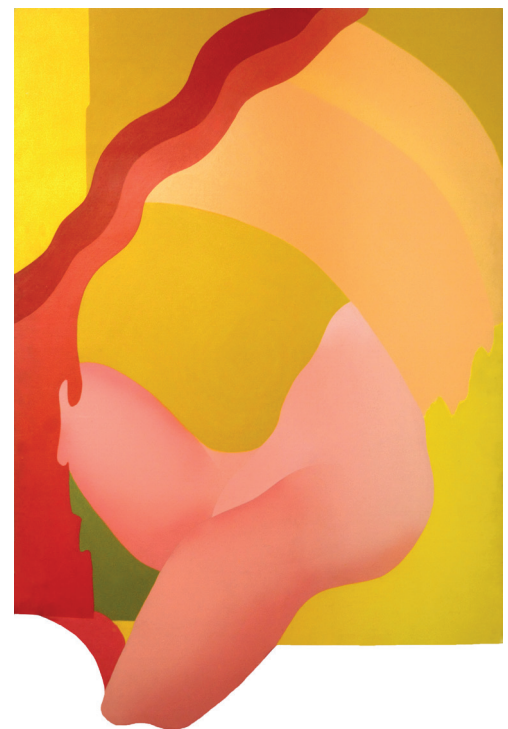
For MAMAC 30th anniversary, this exhibition highlights a major axis of its collection - the face to face between New Realism and POP ART - and one of its charismatic figures: the Franco-American artist Niki de Saint Phalle. In her wake, it is the essential contribution of female artists to POP ART history that is shown here.

VROOM, VROOM, DESIRE AND ELEGIAC BODIES

The exhibition thrusts visitors into a dream world and through the looking glass to explore a little known aspect of the history of POP ART. Into a sensual odyssey that recounts the story of women's emancipation through the affirmation of their desire.

Bodies floating in gardens of Eden, erotic drawings inspired by comics or mythology, and powerful heroines armed with sex appeal are the stars of this first episode. All expressions of a world on the brink of change.

In traditional POP ART iconography, women are everywhere: glamorous Hollywood stars, pin-up girls in lewd poses, variety starlets...



Ángela García (1944 - *) - *Breathing Out (série Morfologías)*, 1973 - Acrylic on canvas and wood - 165 x 110 cm - Collection Ángela García - Courtesy of the artist and Galería Punto, Valencia, Spain - All rights reserved.

The same image of available women dominated their representations in film, advertising and paintings by POP ART's maestros such as Andy Warhol, Roy Lichtenstein and Tom Wesselmann. The Amazons had to assert their destiny and throw off the shackles of a certain conception of the passive female.

Provocative, they defied the established moral order and embraced their supremacy while rejecting the assumed vulnerability that had prevailed thus far.

THE ANGEL OF THE HOME AND THE MODERN SOLITUDES



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Lucia Marcucci (1933- *) - *Whopl*, 1970 - Mixed media and collage on cardboard - 50 x 35 cm - Courtesy of the artist and Frittelli arte contemporanea, Florence - © ADAGP, Paris 2020. All rights reserved.

The Western world, North American in particular, produced from the 1950s a schizophrenic imaginary world caught between the mass representation, in cinemas, of femmes fatales dreamed up by the Hollywood industry, and the sanitized ideal of the fulfilled housewife depicted in advertising. The "Woman" should support the efforts of the "Nation" by helping to rebuild post-Second World War society. The model of the good wife and mother was therefore valued and underpinned by the principles of keeping the home clean and morally decent, supporting the economy and "modernising" daily life by buying consumed goods like household appliances. The notion of routine transcended by the efficacy of advertising language is a main theme in POP ART. It flourishes in works

by artists who, from James Rosenquist to Andy Warhol, monumentalised it.

Female artists also seized this stifling domesticity and gave it their own spin by magnifying it and injecting a critical perspective on the sphere allotted to them. The Amazons embraced all the stereotypes and fantasy visions that made up their universes, all the better to subvert them.

TOMORROW WILL BE BETTER?

The changes thrust on society since the Second World War, on everyday life, housing, travels, landscapes and habits more authorise the most euphoric representations towards a glorious future and sense of well-being for all.

Mass production opened up a legion of new objects in bright colours and materials offering the promise of eternity. A "better" progressive and peaceful future for the world seemed possible... In Europe and the United States at least, since the aspirations of the colonised or native populations for self-determination tested the limits of certain ideas about democracy.

In this context of decolonization and the space conquest, the Amazons invented brand new languages that conveyed the complex nature of time. Their stances to the conflicts were asserted and blurred the lines between art and life. While exploring the questions of genre, race and class, they tied them in with a more global movement, an entire spiritual, pacifist and counter-culture trend taking hold in the late 1960s and early 1970s carried by one simple message:
Love is all we need!



PUBLICATION

On sale at the museum shop

She-Bam Pow POP Wizz!
Les Amazones du POP

Format of the book: 24 x 31 cm

Number of pages: 160

Number of illustrations: 170

Publication: 2020

Language: French

Publisher: Flammarion

Sale price: 35 €

Authors: Hélène Guenin, Géraldine Gourbe, Mathilde De Croix, Catherine Macchi, Sid Sachs and Didier Semin. With the contribution of Clothilde Morette, Juliette Pollet, Noah Stolz, Marine Shütz. In collaboration with AWARE - Archives of Women Artists, Research and Exhibitions.

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Evelyn Axell (1935-1972) - *Le joli mois de mai*, 1970 - Triptych, paint on Plexiglas - 245, 5 x 344, 5 x 4, 5 cm - Mu.ZEE Ostend - © ADAGP, Paris 2020. All rights reserved.

**MAMAC,
2nd Floor**

**Exhibition
presented until
March 28th, 2021.**

Exhibition Curatorship: Hélène Guenin,
Director of MAMAC and Géraldine
Gourbe, philosopher, art critic
and independent curator.

RELATED EVENTS

Reservation required unless otherwise specified at mediationmamac@ville-nice.fr
Find the dates and updated information on our website
in *Visits & Workshops and Events*.

SUNDAY SAUNTER

One Sunday a month at 11am, MAMAC invites the public to participate in off-track visits:

More information to come on www.mamac-nice.org

Free for children under 13 years old. 6€ per visit + Admission fee. Duration: 1 hour.

POP POP POP TOURS!

• Teachers at all levels:

Take advantage of training and meetings dedicated to teachers of the French National Education system in conjunction with the DAAC and the project managers. *Free on request.*

• Schools and Groups:

From Tuesday to Friday, offer a cultural discovery to your students. During school holidays, facilities and associations are welcome! Guided tour with or without workshops. *Free for groups from the metropolis, 20€ for groups outside the metropolis, 82€ for adult groups of 10 to 30 people. Duration: 1h to 1h30.*

• Individuals:

Every Saturday at 3pm in French and 4pm in English. *Free for children under 13 years old. 6€ per visit + Admission fee. Duration: 1h. Without reservation.*

• From 3 years old, The tale hours: Queens, Princesses and Amazons to meet! With Camille Chrétien "illustrated workshops".

Free for children under 13 years old. 6€ + Admission fee for accompanying adults. Children must be accompanied. Duration: 45mn.

• The toolbox: Accompany your visits with a hunt for clues and a special cinema blind test!

Free on request. Downloadable on our website in Visits & Workshops / Toolbox.

MÔM'POP WORKSHOPS

Experience the artistic practices related to the exhibition while learning new techniques, through individual or collective discovery workshops.

Single rate of 8€ per participant and per session. 12 participants maximum. All activities are subject to a minimum of 2 participants.

• From 6 years old:

Môm'Art with family: Saturdays from 11am to 12.30pm.

• From 12 years old:

Teens Môm'Art: Wednesdays from 3pm to 4.30pm.

• During holidays:

Môm'Art with family internships from 5 years old and Môm'Art ADOS from 12 years old.

EVENTS

Free admission. Without reservation.

• Any level / The Class Competition. October 2020 - January 2021:

Have your class participate in workshops inspired by Mary's Day Procession, 1964 of artist Sister Corita Kent. The creations will be the subject of a collective walkabout restitution within the museum. Find the call for projects on our website.

• From 7 years old / Beauty and the Beast show by Compagnie BAL. Museum at 4pm in the museum auditorium.

• The class, the work and the European night of museums. November 14th, 2020: The MAMAC opens its doors for an exceptional night at the museum in very happy company! Discover a unique collaboration with the National Choreographic Center BALLET PREJLOCAJ - PAVILLON NOIR. *Depending on the evolution of the sanitary situation.*

• Children's Rights Week. 18th, 21st and 25th November 2020:

Creative discovery workshops. *Free on reservation.*

• World Disability Day. December 3rd, 2020:

In partnership with the disability committee of the City of Nice. Information at handicaps@ville-nice.fr

COLLABORATIONS / PARTNERSHIPS

• With Nice Integration and Probation

Penitentiary Service, the Antipodes company and the associations Il était un Truc... & Sept Off. "La marche est une affaire de liberté" project with the inmates of Nice's remand prison.

• With local associations.

• With BMVR.

• With UCA: RemixTaCulture 2 gets the Amazons of Pop talking. December 11th, 2020. Find the call for projects on our website.

• With the Clémi-WebRadio and the Rectorat of Nice: "Faire parler les femmes".

• With the Festival Femme en scène and the actress Mélissa Prat.

• With BIAC, Biennale Cirucs Arts.

February 20th 2020: carte blanche to the Compagnie les Hommes de mains.

OUTSIDE THE WALLS

• Collaboration with the Nice Film Archive:

Programme of 8 films in connection with "She-Bam Pow POP Wizz! The Amazons of POP".

• Thursday 8th October 2020 at 8pm: Screening of the film *Barbarella* (1968) by Roger Vadim. Session presented by Hélène Guenin, director of MAMAC and co-curator of the exhibition.

Other films programmed: *The Forbidden Planet* (1956) by Fred Wilcox, *Mister Freedom* (1969) by William Klein, *Lions Love* (1970) by Agnès Varda, *Daisies* (1966) by Vera Chytilová, *Deadlier Than the Male* (1967) by Ralph Thomas, *Gentlemen Prefer Blondes* (1953) by Howard Hawks, *Viva Maria!* (1965) by Louis Malle. More information to come on www.mamac-nice.org and www.cinematheque-nice.com



OPENING HOURS

• from November 1st to April 30th:

every day except Monday
from 11am to 6pm

• from May 2nd to October 31st :

every day except Monday from 10am to 6pm (closed on December 25th, January 1st, Easter Sunday and May 1st).

PRACTICAL INFO

Place Yves Klein - 06364 Nice cedex 4
+33 (0)4 97 13 42 01 - mamac-nice.org

• Individual ticket 10€:

Admission to all museums.

• 7-day ticket 20€:

Admission to all municipal museums and galleries for 7 days.

• Group ticket 8€:

Admission to all municipal museums and galleries for groups of 10+ people for a 24-hour period.
• Free admission & Musées de Nice Pass: With presentation of a form of ID and proof of address dated within past 3 months. Pass entitles the holder to free admission to all municipal museums and galleries; valid for 3 years.

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www.instagram.com/mamacnice_officiel

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Égalité
Fraternité*