



James Rosenquist - Clip 1

Pop Art: “It Was Called New Realism”

See there were no titles then, there was no pop art. The show then that occurred was called New Realist. Nobody knew what to call this kind of thing. So Lawrence Alloway coined the term Pop Art...allegedly appreciation of popular culture, ideas of popular culture, which was totally the reverse, the opposite from me. However, at my opening in Paris, Edward Jaguar who was the Neo-Surrealist pope at the time in Paris, and Pierre El Lissitzky was at my show, and Edward Jaguar said I was a Surrealist. I was a New Surrealist. El Lissitzky said no, I was a New Russian realist, so they had an argument and little Pierre socked him in the jaw and knocked the boy down on the ground on the gallery floor, and I thought, fantastic. They're having an argument over an aesthetic. He socked him in the jaw over an aesthetic and I thought, what a place, this Paris. It was incredible, so there wasn't any term...

