



# Pop and Op

**An exhibition of 65 graphic works  
sponsored by Philip Morris Incorporated  
circulated by The American Federation of Arts**



Roy Lichtenstein: SWEET DREAMS, BABY! 1965, silk-screen on paper, 40 x 30

## Foreword

We live in a day when more and more individuals are seeing a direct relationship between their own lives and thoughts and those of the artist. The fact that more people visit museums than attend football games is no longer astounding. What is significant is that a high percentage of these museum goers are also the same people who go to stadiums. Art has become an important part of our environment.

We at Philip Morris are proud to contribute to the communication of a significant element of culture. We are, indeed, enthusiastic about this "Pop and Op" exhibition, which draws together strong and vital works by some of today's best-known artists. If it is accurate to say that America has come of age, then it is also true that the American corporation—the cornerstone of American life and economy—has also come of age.

An important factor in this coming of age is a willingness on the part of business to use its unique resources and channels of communication to bring key elements in the nation's culture to all segments of the public. We believe that it is our obligation to represent not only that which is tested and traditional in our society but also that which is new and experimental.

Richard Eells in the *Columbia Journal of World Business* recently wrote: "the dynamism of business depends primarily upon innovation—the developing of new products, the opening of new markets, the advancing of new designs, are all part of the innovative process for the businessman. And it requires no stretch of the imagination to realize that the artist proceeds

along similar lines, though in different ways, since he too innovates with new forms, new materials, new structure and new blendings."

For us at Philip Morris, there are additional reasons for our participation in this exhibit. We are businessmen, not artists, but as manufacturers of mass consumer products, we are intrigued by art forms which cut across intellectual and cultural barriers, appealing to people of every type and from every place. Too, we know that concepts expressed in new forms of design and imagery are essential to the continued health of our own company, for we heavily rely on exploratory art forms to provide the basis for applied commercial design.

As Mr. Eells stated, "The arts—perhaps more than any other manifestation of the social order—reflect the present state of norms, tensions and tendencies in our culture. . . . The cherishing of artistic creativeness contributes to a deeper and more comprehensive view of human life and strengthens the concept of a plural society in which individual ideas and freedoms are themselves cherished."

George Weissman  
Executive Vice-President  
Philip Morris Incorporated