

# the warhol:

# press release

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FOR IMMEDIATE RELEASE

## WARHOL D.I.Y. POP APP

(Pittsburgh, PA)...July 11, 2011... The Andy Warhol Museum announces the release of its new Warhol D.I.Y. Pop app to the App Store.

The Warhol D.I.Y. Pop app allows the user to learn about Warhol's silkscreen process and create a digital silkscreen print, by utilizing the built-in camera or a photo from the device's library as source material. The user employs Warhol's famed process step by step to create a personal work of art. The hands-on process includes cropping, exposing, painting, and even pulling the virtual screen. Once completed, the user can then share this newly created art via e-mail, Facebook or Twitter. The Warhol D.I.Y. app also includes information about The Warhol, a curator's video perspective, a video demonstration of the actual silkscreen process and more.

The Warhol D.I.Y. Pop app is a universal app for the iPhone, iPod Touch and iPad. The app retails for \$1.99 with a special debut promotional price of \$0.99.

"Since the museum opened 17 years ago, visitors have had the opportunity to create actual silkscreen prints in the style of Warhol in the museum's Weekend Factory. What is so exciting about this app is that now anyone, anywhere can join in on the fun," commented Tresa Varner, curator of education and interpretation, adding, "I feel Warhol would have embraced and celebrated this technology. He often said he wanted to be a machine. In a 1960's interview, Warhol was asked how he would meet the challenge of automation, and he replied, 'By becoming part of it.'"

The Warhol team collaborated with Carnegie Mellon University's Professional Software Engineering Program to create the Warhol D.I.Y. Pop app. "Working with The Andy Warhol Museum was not only an exciting learning opportunity for our students, but it was also personally a pleasure. We all learned a significant amount about Andy Warhol as an artist and the processes that he pioneered. I look forward to future collaborations," commented Matthew Bass, faculty and associate director



## The Andy Warhol Museum

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## WARHOL D.I.Y. POP APP

for corporate relations professional software engineering programs Carnegie Mellon University (<http://mse.isri.cmu.edu/software-engineering/>).

### To Purchase

<http://itunes.apple.com/us/app/the-warhol-d.i.y.-pop/id442963936?ls=1&mt=8>



For information on the educational volume purchase program visit

[www.apple.com/itunes/education/](http://www.apple.com/itunes/education/)

### To Learn More and See the Video

[www.warhol.org/connect/mobile/](http://www.warhol.org/connect/mobile/)



### D.I.Y Pop Contest

[www.warhol.org/diypop/](http://www.warhol.org/diypop/)

**"In the future everybody will be world-famous for fifteen minutes."**

– **Andy Warhol**

Create your own digital silkscreen, with The Warhol: D.I.Y. Pop app from The Andy Warhol Museum.

## WARHOL D.I.Y. POP APP

Share your unique art on twitter @TheWarholMuseum or post to The Warhol Facebook page for a chance to see your creation displayed at The Andy Warhol Museum.

[www.facebook.com/thewarholmuseum](http://www.facebook.com/thewarholmuseum)

[www.twitter.com/TheWarholMuseum](http://www.twitter.com/TheWarholMuseum)

### Previous App Products

Last Year, The Andy Warhol Museum and Brunner's mobile division launched an augmented reality application specifically centered around the art, life and death of Andy Warhol. There are currently a total of 21 Warhol points of interest in Pittsburgh and New York City highlighted on the app.

Designed and developed utilizing technology from Layar, an AR company based in The Netherlands, the application is free for iPhone and Android devices. Users can download the Layar AR browser from either iTunes or Droid App stores.

For more information or to purchase, visit [www.warhol.org/connect/mobile/](http://www.warhol.org/connect/mobile/).

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The Warhol receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania; the National Endowment for the Arts, a federal agency and The Heinz Endowments. Further support is provided by the Allegheny Regional Asset District.



### About The Andy Warhol Museum

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. Additional information about The Warhol is available at [www.warhol.org](http://www.warhol.org).

## **WARHOL D.I.Y. POP APP**

### **About Carnegie Museums of Pittsburgh**

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum.

**Phone:** 412.237.8300

**Hours:** Tues, Wed, Thurs, Sat and Sun 10 a.m. – 5 p.m.  
Fri, 10 a.m. – 10 p.m.  
Mon closed

**Admission:** Members – free  
Good Fridays 5-10 p.m., Half-price Museum admission  
Adults - \$15; Sr. Citizens - \$9; Children/Students - \$8  
The Warhol Store/The Warhol Café – free

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