**Edvard Munch as Pop Culture Icon: Andy Warhol’s Munch Series**

In the early 1980s, a New York gallery approached well-known pop artist Andy Warhol (1928–1987) and asked him to create works responding to images by Edvard Munch. Warhol chose four iconic Munch images: *The Scream, Madonna, The Brooch—Eva Mudocci,* and *Self-Portrait*.

Warhol had previously taken parts of the work of other artists to incorporate into his own creations, just as he had used well-known images from advertising and celebrity culture. However, he kept the essence of Munch’s images intact and reinterpreted them, particularly using different color combinations.

Part of the appeal for Warhol was that Munch’s images had become pop culture icons, part of the consumer world Warhol’s works commented on. He and Munch were both savvy public marketers, well aware that it was important for a successful artist to have an interesting public persona.

Warhol and Munch shared core artistic interests. Both were attracted to printmaking for its flexibility and the ease of making multiple images. They both explored different motifs, reworked images, experimented with color, and then printed new impressions as a way to create different moods and meanings in their works.