the warhol:

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image: Andy Warhol, *Campbell's*, 1985, ©The Andy Warhol Foundation for the Visual Arts, Inc.

image: Andy Warhol, *Venus*, 1985, ©The Andy Warhol Foundation for the Visual Arts, Inc.

image: Commodore Amiga computer equipment used by Andy Warhol, 1985-86

The Andy Warhol Museum

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press release

FOR IMMEDIATE RELEASE

THE ANDY WARHOL MUSEUM ANNOUNCES NEWLY DISCOVERED AMIGA EXPERIMENTS

(Pittsburgh, PA)…April 24, 2014…

The Andy Warhol Museum announces newly-discovered experiments created by Andy Warhol on an Amiga computer in 1985.

Warhol's saved files, trapped on Amiga floppy disks held by The Warhol's archives collection, were extracted by members of the Carnegie Mellon University (CMU) Computer Club and its Frank-Ratchye STUDIO for Creative Inquiry in a complex recovery process. The Hillman Photography Initiative at Carnegie Museum of Art (CMOA) initiated and then documented this process for its *The Invisible Photograph* series.

Warhol's Amiga experiments were the result of a commission by Commodore International to demonstrate the computer's graphic arts capabilities. They vary from doodles and camera shots of a desktop, to experimenting with Warhol's classic images of a banana, Marilyn Monroe, Campbell's soup, and portraits. One artwork resulted from the series, a portrait of Debbie Harry. This artwork is in The Warhol's collection, but the other images on the disks had been inaccessible due to their obsolete format, since entering the collection in 1994. Also within the museum's collection is a letter with numerous handwritten amendments by Warhol's business manager Fred Hughes, which seems to have served as the contract between Warhol and Commodore International.

The impetus for the extraction project came when artist Cory Arcangel learned of Warhol's Amiga work from a YouTube clip showing Warhol promoting the release of the Amiga 1000 in 1985. During Arcangel's November 2011 visit to Pittsburgh for his exhibition *Masters*, at Carnegie Museum of Art, he followed up on this topic with curator Tina Kukielski. Kukielski, who was also a co-curator of the 2013 *Carnegie International*, subsequently joined the Hillman Photography Initiative at CMOA. Kukielski and Arcangel reached out to CMU's Frank-Ratchye STUDIO for Creative Inquiry, run by Golan Levin, who connected them both to the CMU

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Computer Club, which is a student organization known for their comprehensive collection of obsolete computer hardware, as well as their prize-winning retro-computing software development.

In 2011, Matt Wrbican, chief archivist at The Warhol, was approached by Arcangel and Kukielski to discuss the possibility of searching for files on the disks which he first saw in Warhol's former New York City studio in 1991. Having himself been an Amiga user, he shared their enthusiasm for the hunt for images.

The project was developed in collaboration with staff at The Warhol including Wrbican, Amber Morgan (collection manager), Nicholas Chambers (Milton Fine curator of art), Greg Burchard (senior manager of photography rights and reproductions), and Eric Shiner (director). The team gathered first in March 2013 to read the disks. A video crew from CMOA closely followed the progress, which has now formed a full episode of its five-part documentary, *The Invisible Photograph*, which investigates the world of photography by way of hidden, inaccessible, or difficult to access images.

Wrbican states, "The Amiga hardware and Warhol's experiments with it are one small portion of his extraordinary archives, nearly all of which was gifted to the museum from The Andy Warhol Foundation for the Visual Arts, Inc. In the images, we see a mature artist who had spent about 50 years developing a specific hand-to-eye coordination now suddenly grappling with the bizarre new sensation of a mouse in his palm held several inches from the screen. No doubt he resisted the urge to physically touch the screen – it had to be enormously frustrating, but it also marked a huge transformation in our culture: the dawn of the era of affordable home computing. We can only wonder how he would explore and exploit the technologies that are so ubiquitous today."

Amber Morgan adds, "One of our responsibilities is to preserve the museum's collection. Up until now, we have only been able to address the computer disks themselves, and not the content held within them. This project has enabled us to safely extract the data, which can now be properly backed up, ensuring that the images will be preserved even if the original disks fail."

The Warhol's Director Eric Shiner said, "Warhol saw no limits to his art practice. These computer generated images underscore his spirit of experimentation and his willingness to embrace new media – qualities which, in many ways, defined his practice from the early 1960s onwards."

For more information about *The Invisible Photograph,* a production of the Hillman Photography Initiative, and a project of CMOA, please visit www.nowseethis.org.

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The Andy Warhol Museum 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.

About Carnegie Museum of Art
Located at 4400 Forbes Avenue in the Oakland section of Pittsburgh, Carnegie Museum of Art was founded by industrialist and philanthropist Andrew Carnegie in 1895. One of the four Carnegie Museums of Pittsburgh, it is nationally and internationally recognized for its distinguished collection of American and European painting, sculpture, and decorative arts from the 19th century to the present.

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Founded in 1896, the Carnegie International is one of the oldest surveys of contemporary art worldwide. The Heinz Architectural Center, part of Carnegie Museum of Art, is dedicated to enhancing understand of the built environment through its exhibitions, collections, and public programs. The Hillman Photography Initiative serves as an incubator for innovative thinking about the photographic image. For more information about Carnegie Museum of Art, call 412.622.3131 or visit our website at www.cmoa.org.

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. The museums reach more than 1.3 million people annually through exhibitions, educational programs, outreach activities, and special events. For more information about the Carnegie Museums of Pittsburgh, visit http://carnegiemuseums.org/.

About Cory Arcangel

Cory Arcangel is a Brooklyn-based new-media artist and self-proclaimed Warhol acolyte who has produced works that explore the relationship between technology and culture. His work has been exhibited internationally in numerous group and solo shows at many institutions including the Migros Museum in Zurich, the Museum of Contemporary Art in Chicago, and the Lisson Gallery in London. His work has been profiled in The New Yorker, The Guardian, and The New York Times; in 2011, he became the youngest artist since Bruce Nauman to be honored with a full floor solo show at the Whitney Museum of American Art in New York. Arcangel conceived and initiated the Warhol/Amiga recovery project after learning about Warhol's Amiga work from a 1985 Commodore infomercial on YouTube. For more information about Cory Arcangel visit http://www.coryarcangel.com/.

About the Frank-Ratchye STUDIO for Creative Inquiry

The Frank-Ratchye STUDIO for Creative Inquiry is a flexible laboratory for new modes of arts research, production and presentation. Founded in 1989 within the College of Fine Arts at Carnegie Mellon University (CMU), the STUDIO serves as a locus for hybrid enterprises on the CMU campus, the Pittsburgh region, and

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internationally. The STUDIO's mission is to support atypical, anti-disciplinary and inter-institutional research projects at the intersections of arts, sciences, technology and culture. The laboratory's current emphasis on new-media arts builds on more than two decades of experience hosting interdisciplinary artists in an environment enriched by world-class science and engineering departments. The STUDIO provided logistical and financial support for the Warhol/Amiga project through its endowment for special projects, the Frank-Ratchye Fund for Art @ the Frontier. For more information about the Frank-Ratchye STUDIO for Creative Inquiry visit http://studioforcreativeinquiry.org.

About the Carnegie Mellon University Computer Club

The CMU Computer Club is a student organization at Carnegie Mellon University that provides customized computing solutions for power users throughout the campus community. The Club is known for its retrocomputing expertise through its various restoration projects, hardware development initiatives, prize-winning multimedia "demo" authoring, and annual exhibitions conducted on modern and historic hardware. The Club also possesses one of the largest collections of functioning, historic computing hardware in the country. Club members Keith Bare and Michael Dille were the primary contributors to the Warhol/Amiga retrocomputing effort, with additional yet essential contributions from Tyler Nighswander, Derek Kozel, and Lincoln Roop. For more information about the CMU Computer Club visit http://www.club.cc.cmu.edu/.

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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**
	Adults - $20; Children/Students - $10
	Good Fridays 5-10 p.m., half-price Museum admission
	The Warhol Store/The Warhol Café – Free

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