

# Observer of many generations

Collages and constructs which draw on many cultures and their icons provide a ready backdrop for the fun and deceptive simplicity of Sir Peter Blake's main body of work.

The First Real Target, from 1961, was the type of imagery adopted by artists and clothing designers to typify pop culture. It was bright and proud and everywhere.

Parade (below) was designed by Sir Peter for the re-opening in 2006 of London's V&A Museum of Childhood, featuring toys old and new from the museum's collection.



The Sgt. Pepper's Lonely Hearts Club Band album cover from 1967 has provided acres of journalism and commentary over the years, yet it retains its freshness and humour and reverence and, of course, all the other things people have read into it.

For the Sources of Pop series, Sir Peter reprises style and imagery in a reference format. Number VI in the series (right) again gives equal weight to concepts as broad as the American flag, alongside a panel from a cartoon and an iron. The medium is the message!

The Alphabet series (right) is famous for descriptive and humorous icons.



Summer Days (above) uses Sir Peter's trademark approach, along with a tongue-in-cheek chuckle at the way commercial advertising uses slogans. In this case one is reminded of great Coke taglines such as: Things go better with Coke (from 1963), Coke is It! (from 1982) and Life tastes Good (from 2001). By implication, of course, icons go better with Coke too.