

## The Art of Brands

## Painting Activity

### This activity encourages discussion about iconic brands in art

In 1897, Campbell Soup Company released five recipes of condensed soup, including the family favourite: tomato. The brand released its iconic red and white packaging in 1898, after a company executive attended a Cornell University football game and was inspired by the players' uniforms. In 1962, pop artist Andy Warhol famously immortalized the brand through his artwork.



Andy Warhol, 1968

### What you will need:

Paints, crayons or coloured pencils, and a printer.

### How to:

Print out two pages of Campbell's Soup tin, one for yourself and one for the person with dementia.

Bring out some paints or pencils for colouring. Start painting the tin, in the most imaginative way you can think of – don't be concerned about getting the colours right, neither was Andy Warhol!

While you are painting, discuss the pieces of art you have seen in museums or on TV. Questions to get you started could include:

- What is the best painting you have ever seen on a wall, anywhere? Where was it, what did it look like?
- Have you visited a museum before? Which one was it, what did you see?
- What do you think would be the most interesting, most decorative food item you have in your kitchen now to paint?

### Variation:

Find an item in your kitchen and paint it. If you like, you can look at photos of Andy Warhol's work in advance and talk about why it was a bold move to paint a can of soup, instead of a more traditional kitchen theme: a basket of fruit.

