

Edition Cantz publishes the first monograph

since more than thirty years

Billy Al Bengston. Paintings & Watercolors

368 pages, bulging with *joie de vivre*: Edition Cantz presents the first monograph on the works of the Californian Pop Artist Billy Al Bengston since more than thirty years. Under the title *Paintings & Watercolors*, the high-quality art book features a representative selection of the artist's work from 1957 to 2016.

Billy Al Bengston (85) stands for California's cheerful, carefree attitude towards life—with his work as well as with his person as a former surfer and motorcycle racer, extravagant artist, and central figure of West Coast Pop Art. After studying at the California College of Arts and Crafts and the Otis Art Institute, he exhibited at the legendary Ferus Gallery in 1957 and was the center of a group of artists that included Frank Gehry, Edward Kienholz, Ed Ruscha, and Ken Price. BAB, as he apostrophizes himself, inserts car and motorcycle parts as motifs into his otherwise abstract paintings, using lacquer and spray cans instead of oil paint, and aluminum panels with at times dented surfaces instead of traditional canvases. Artistic production and lifestyle combine to form the individual "Bengston iconography" of "California Cool."

BAB has long been one of the most highly acclaimed Pop Artists in the United States. His works are represented in almost all renowned museums, including the Guggenheim and Whitney Museums in New York City, as well as the Museums of Contemporary Art in Chicago, Los Angeles, and San Diego. In addition, his Pop Art has been featured in well over 300 exhibitions to date.

The editor of the book is none other than Hans Neuendorf, art entrepreneur and founder of artnet AG. "I have known Billy Al Bengston since 1970; I've been to many of his parties, and I've drunk a lot of margaritas with him on Hollywood Boulevard. For a long time, he was

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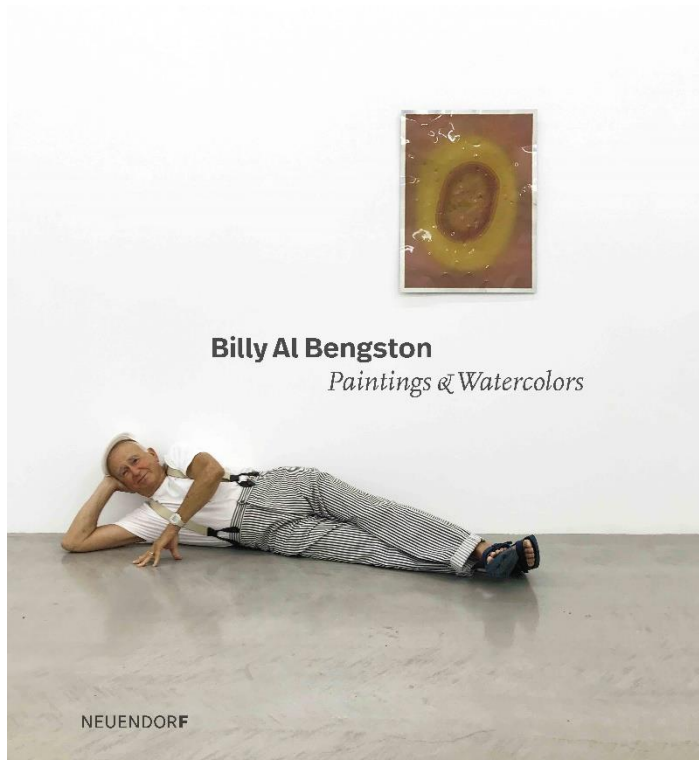
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reluctant to allow me to edit a comprehensive compendium of his work. But I was finally able to convince him,” says Hans Neuendorf. With this book, he hopes to make Billy Al Bengston’s work better known all over the world.

“I would like to thank Hans Neuendorf for the great trust he has placed in Edition Cantz. It was only through his persistent efforts that it has been possible to compile this long overdue compendium dedicated to this important Pop Artist. We support Hans Neuendorf in making Billy Al Bengston better known not only beyond the West Coast, but also internationally,” states Heinz Wurzel, owner of the Esslingen/Germany-based Wurzel Mediengruppe, to which Edition Cantz belongs.

The book *Billy Al Bengston. Paintings & Watercolors* comprises 368 pages and roughly 390 color illustrations. Published in English. Price: 48 euros. ISBN 978-3-947563-39-5



Cover of the first monograph on the Californian artist Billy Al Bengston (b. 1934), photo credit: Billy Al Bengston in front of the painting *Man from Utah*, 1965, lacquer and polyester resin on aluminum, 30 x 22 in | 76.2 x 55.9 cm, photograph taken 2017, courtesy of Parrasch Heijnen Gallery, Los Angeles, CA

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A visit from Hans Neuendorf (left) to Billy Al Bengston (right) in his home and studio in Venice, California, to discuss diverse book projects, among other things, while sitting on a Billy blanket. *Oaxacan Blanket*, 1991, wool and natural dye, 75 x 54.5 in / 190.5 x 138.4 cm. On the wall: detail of *Urban Partners*, 2011, acrylic on canvas, 60 x 44 in | 152.4 x 111.8 cm. Photo: © Wendy Al



Billy Al Bengston: *Sierra Grande Draculas*, 1974, acrylic on canvas, 114 x 114 in | 289.6 x 289.6 cm, © Billy Al Bengston

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Billy Al Bengston: *Kamumu Kahuna*, 1982, acrylic on canvas, 48 ¼ x 54 in | 121.9 x 137 cm, Hans Neuendorf, Berlin, Germany, © Billy Al Bengston

Information on Edition Cantz

Edition Cantz specializes in the production and distribution of high-quality books and exhibition catalogs, especially in the field of art. It offers a comprehensive service from catalog design, proofreading, and translation to worldwide distribution and the establishment of artist databases, as well as printing and finishing. Edition Cantz is a company of the Esslingen/Germany-based Wurzel Mediengruppe. The companies in the group are among the leading providers in their respective fields, and their products and services have received numerous awards. In 2018, Wurzel Mediengruppe generated a turnover of fifty million euros.

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