

THE COLOUR CODE

The grass outside is green, the sun is yellow and sometimes the sky is blue. At Moderna Museet, there are always loads of colours, and the exhibition Pop Art Design is especially colourful. But not everybody likes that. The mean crook Grumpy Greycoat hates colours and is threatening to make the whole world black and white. Luckily, you can help save all the colours!

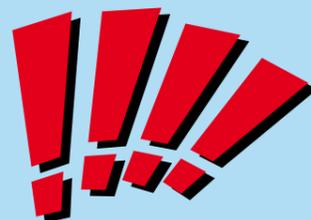
The exhibition that makes Grumpy Greycoat see red

In the exhibition Pop Art Design you can look at art and design from the 1950s to early 1970s. When you call something design, it means that a designer has given a lot of thought to what it should look like. It could be a piece of furniture, an album cover or a poster.

In the 1950s, people started buying more things. New stuff was invented, new appliances, new cars, new food products and new clothes. Advertising was used to get people to buy even more stuff. The designers started making nice packaging for all the new stuff, so that it would look even more attractive to buyers. People also went to the cinema a lot, and began going to pop concerts and buying records. More superheroes appeared in the comics, and Superman and Batman were joined by Spiderman in the 1960s. Two secret agents also popped up: Modesty Blaise and James Bond.

Many artists used this new popular culture when they made their art. They were inspired by ordinary products, packages and advertising. One of the most famous pop artists is Andy Warhol. He made new pictures using adverts and photographs he found in newspapers. He could take a picture of a flower, or a dollar bill, or a soup tin, and print it several times on one and the same canvas. Other pop artists took something small from everyday life and made a large copy of it, which turned it into a sculpture. Claes Oldenburg made an enormous sculpture of an old cigarette butt. Some designers worked in the same way. Gaetano Pesce made a floor lamp that looks like an ordinary desk lamp but much bigger.

MODERNA MUSEET



Now you can help save the world from losing all its colours! Because, when enough kids have solved the colour code, Grumpy Greycoat will be defeated and the world will keep its colours. Pssst! Grumpy Greycoat is especially annoyed if you smile at people and if you laugh. It makes him furious. Because he hates happy people almost as much as he hates colours.



Put on your secret agent glasses and set off to complete your mission. The secret agent glasses will help you detect any grumpy accomplices of Grumpy Greycoat if they try to peep at your answers. Write your answers to the eight questions below.



YOUR COLOUR CODE:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

Room
1

YOUR MISSION

QUESTION 1

Look carefully and try to find a very small robot. It's a toy from Japan. In the 1960s, robots were new and very exciting, and this one was made in 1965. Look inside the robot's tummy. There are six little wheels in there.

What is the colour of the wheel between the orange one and the beige one?



QUESTION 2

Look around the room. Somewhere you will find a painting in three sections by James Rosenquist. The top shows part of a car, the middle has two faces that look like they're from a movie. At the bottom there's a lot of spaghetti in tomato sauce, probably from a tin, because this was popular at the time. Look at the middle section.

What colour are the woman's lips?

Clue: It's Grumpy Greycoat's favourite colour.

QUESTION 3

What would life be without love? Verner Panton has made a real love-chair. It is shaped like a heart.

What colour is it?

QUESTION 4

One day, Richard Hamilton saw a badge that you could buy and pin onto your jumper. It said "Slip it to me". Hamilton made a large painting of the badge. He was especially delighted that he had found the badge in Pacific Ocean Park! Because the first letters spell POP!

What colour did Hamilton use for the background?

Room
2

Room
3

QUESTION 5

Isn't it lovely having a picnic in the green grass? A shame we can't do it all year round. But if you had Gruppo Strum's *Pratone* at home, every day would be like a picnic. It looks like an enlarged lawn. This is what grass looks like to an ant...

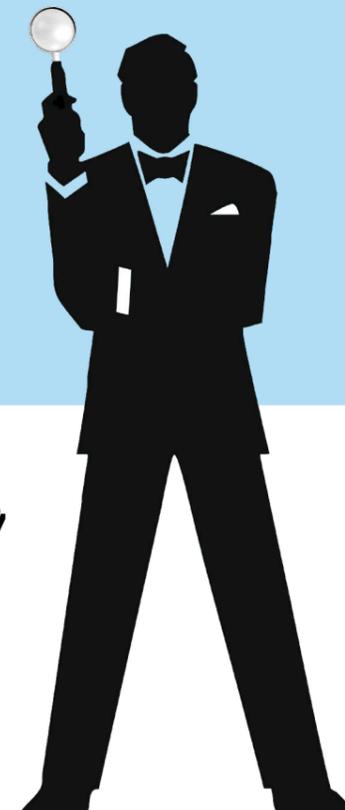
What colour do you need to mix with yellow to make green?

If you don't know, go to the entrance desk and ask if you can try mixing colours.

QUESTION 6

Andy Warhol used a photo of a flower. He printed it over and over again in different colours on the same canvas. In one of the squares in the painting, all the flowers are the same colour.

What colour are they?



QUESTION 7

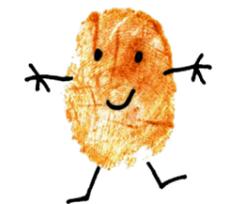
Somewhere in the room, there's a picture of a specially nice person – you! Can you work out which one it is? The title is *Ultrafragola* and it was designed by Ettore Sottsass from Italy.

What colour is the frame around you?

Room
4

QUESTION 8

What part of the body is used to make a figure like this? Look for a huge one somewhere in this room! It's a sculpture by César.



What colour is it?

Now you've answered all the questions. Well done! Now go to the little station just outside the glass doors where you entered, and follow the instructions. If you got the COLOUR CODE right, you will get a small reward. And best of all – you helped us fight off Grumpy Greycoat and his plans to turn the world black and white!