

Museum
für Gestaltung
Zürich
Freundeskreis

Edition 2024



Oliviero Toscani, Andy Warhol for Polaroid, 1975

Oliviero Toscani

Fine-art print

Photo Oyster satin, 2024

signed on print

Edition of 20

24 x 36 cm

Frame 38.5 x 49.5 cm [h x w]

Black ash, museum glass UV92

CHF 700 / CHF 560 (members), framed

CHF 550 / CHF 440 (members), unframed

available at the museums and in the eShop

Oliviero Toscani (b. 1942) from Italy has written advertising history with his work. His training at the Kunstgewerbeschule Zürich (today ZHdK) from 1961 to 1965 laid the foundations for an international career as a photographer, creative director, and image editor. As a student he won a competition for a trip to New York City. Toscani met Andy Warhol there in 1970, and the two quickly became good friends. Warhol loved to pose and was a frequent model for Toscani. This famous portrait of the Pop artist was made in 1974 in the legendary Factory, Warhol's studio, to advertise the new Polaroid Type 105. For the instant camera maker, Toscani staged Warhol in a paradoxical situation in which his own portrait emerges from the camera.