The swinging sixties, the economical boom, A new way to make art, music and everything about the 60’s.
WHAT does “SWINGING“ mean?

WHEN SOMETHING MOVES FORWARD AND BACKWARD, IT SWINGs. SWING STAAnd FOR THE EASE OF DIFFUSION OF NEW INNOVATIVE TRENDS.
WHAT WAS THE SWINGING 60’S?

The swinging 60’s was a cultural revolution (or youth revolution) which started in UK and, then, it spread ALL IN the world.
So, This was a period of optimism, hedonism and a revolution in many fields:

- **YOUTH MENTALITY**;
- **FASHION**;
- **MUSIC**;
- **ECONOMIC FIELD**;
- **ART**;
YOUTH REVOLUTION

THE REVOLUTION STARTED FROM YOUNGER GENERATION:

- THEY BECAME MORE LIBERAL REBELLING AGAINST MANY SOCIAL VALUES;

- THEY DEMANDED SOCIAL/SEXUAL/RELIGIOUS FREEDOM;

- THEY LISTENED TO NEW MUSIC, WHICH TALKED ABOUT SOCIETY AND ITS PROBLEMS;

- THEY STARTED TO USE PSYCHEDELIC DRUGS;

- THEY PROTESTED AGAINST THE CONVENTIONS.
FOCUS: THE HIPPIE GENERATION

THE HIPPIE GENERATION (FLOWER CHILDREN) EMBRACED PHILOSOPHIES OF PEACE AND LOVE. THEY LIVED IN COMMUNITY. THEY PROTESTED AGAINST THE STATUS QUO. THEY LIVING PROFESSING SEXUAL FREEDOM, DRUG USE, EQUALITY AND THE RESPECT FOR THE ENVIRONMENT.
REVOLUTION STARTED FROM THE FASHION. SOME DESIGNERS INVENTED OR CHANGED THE WAY TO WEAR:

- **MARY QUANT**, FOR EXAMPLE, INVENTED THE **MINISKIRT**: A WAY TO EXPRESS FASHION FREEDOM;

- **BARBARA HULANICKI**: THE FOUNDER OF THE CLOTHES STORE **biba**, IN LONDON.
NEW MUSIC

IN THIS PERIOD THERE WAS AN EXPLOSION IN THE MARKET FOR MUSIC. NEW EMERGING BANDS BORN. SOME OF THESE WERE:

- THE BEATLES;
- ROLLING STONES;
- THE DOORS
FOCUS: BOB DYLAN

IN THIS PERIOD OF REVOLUTION MANY SINGERS WROTE SONG TO PROTEST. BOB DYLAN WAS ONE OF THEM.
FOCUS: BLOWING IN THE WIND

BOB DYLAN WROTE BLOWING IN THE WIND TO PROTEST AGAINST THE WAR. IN THE SONG THERE ARE MANY FIGURES OF SPEECH LIKE DOVE (PEACE), CANNON BALLS (WAR) AND SOME RETHORICAL QUESTIONS ABOUT SOCIAL ISSUES. THE ANSWER IS IN THE TITLE.
GOLDEN AGE: THE RISE OF CONSUMERISM

In the 50’s and 60’s a huge economical and a demographic boom sparked some big changes in the living style: the Golden Age started and the consumerism was increased.
GOLDEN AGE: THE RISE OF CONSUMERISM

PEOPLE’S INCOMES INCREASED, SO THERE WAS A BIG DEMAND OF GOODS. DEPARTMENT STORES EVOLVED AND A BIG REVOLUTION STARTED IN ADVERTISING: IT SHOWED HOW TO DRESS, WHAT TO BUY, ETC…
GOLDEN AGE: THE RISE OF CONSUMERISM

WITH THE DEVELOPMENT OF ADVERTISING THE PEOPLE WERE INFLUENCED TO BE UP-TO-DATE. THE BIG DEMANDS OF GOOD (NOT ALWAYS NECESSARY) LED TO A MASS DIFFUSION OF CREDIT CARDS.
ART: A NEW WAY TO MAKE ART

WITH THE **INCREASE OF ADVERTISING AND CONSUMERISM** THE WAY TO MAKE ART CHANGE. THE ART BECAME THE TRANSLATION OF CONSUMERISM. THE **POP ART** BORN.
POP ART STARTED IN LONDON IN THE MIDDLE OF 50’S AND SPREAD TO THE USA IN THE 60’S. IT WAS CALLED POP ART BECAUSE THE SUBJECT OR OBJECT IN THE PAINTING WAS POPULAR (COMMON OBJECTS, CELEBRITIES’ PORTRAITS, ETC...).
ANDY Warhol was one of the most popular artist of the Pop Art. He started painting (Silk Screening) common object like Campbell’s Soup cans and Coca-Cola bottles. He painted many celebrities’ portraits too.
THE FACTORY

ANDY WARHOL FOUNDED HIS STUDIO, CALLED “THE FACTORY” WHICH BECAME A MEETING POINT FOR MANY ARTISTS AND CELEBRITIES.
ANDY WARHOL CRITICIZED SOCIETY WITH SOME CONTROVERSIAL PAINTING LIKE THE ELECTRICAL CHAIRS AND POLICE ATTACKING CIVIL RIGHTS PROTESTERS.
THE 60’S WAS A PERIOD OF NEW TRENDS BUT ALSO OF CRISIS. IN THIS PERIOD LOT OF ACTIVIST PROTESTED AGAINST THE INSTITUTIONS.

- **M.L. KING** PROTESTED FOR THE CIVIL RIGHTS FOR BLACK PEOPLE (“I HAVE A DREAM SPEECH”).

- **ROSA PARKS** BOYCOTTED A BUS TO PROTEST FOR BLACK AND WHITE DISTINCTIONS.
THE END

IVANO ARACO

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