



**Screen Presence: Cinema Culture and the Art of
Warhol, Rauschenberg, Hatoum and Gordon
(Edinburgh Studies in Film and Intermediality
EUP)**

Stephen Monteiro

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Cinema plays a major role in contemporary art, yet the deeper influence of its diverse historical forms on artistic practice has received little attention. *Screen Presence* explores the intersections of film, popular media, and art since the 1950s through the examples of four pivotal figures - Andy Warhol, Robert Rauschenberg, Mona Hatoum and Douglas Gordon. While their film-related works may appear primarily as challenges to conventional cinema, these artists draw on overlooked forms of popular film culture that have been commonplace, and even dominant, in specific social contexts. Through a range of new sources, including advertisements, specialty magazines, postcards, technical guides and souvenir programs, Stephen Monteiro demonstrates the dependence of contemporary artists on cinema's shifting applications and interpretations, offering a fresh understanding of the enduring impact of everyday media on how we make and view art.

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