



# pop art with

# pop. tarts



## Pop-Tarts® and Pop Artist Burton Morris Inspire Creative Family Fun

Pop-Tarts® toaster pastries, one of the most iconic foods, is partnering with Burton Morris, one of the most highly regarded post-Pop artists of our time for the Pop-Tarts Pop Art program. This limited-time program is designed to inspire family members of all ages to have fun and be creative. Families can have fun tapping into their creativity by visiting the virtual Pop Art gallery at [www.poptarts.com/popart](http://www.poptarts.com/popart), where they can find tips from Morris on being creative and embracing their artistic side using everyday objects as inspiration, as well as create their own T-shirts featuring designs by Morris. Through an online T-shirt contest, parents and kids can win limited-edition artwork and one grand prize winner will get to spend a day with Morris.

### video



### Meet Burton Morris

Post-Pop artist Burton Morris' paintings put an energetic and colorful spin on today's culture. He first gained national attention in the mid-1990s when his artwork was chosen to hang on the set of the NBC hit television series "Friends." Morris sees artistic possibility in every element of Pop-Tarts, from the box to the shiny foil wrapper.

[> Read more about Burton](#)

### gallery design

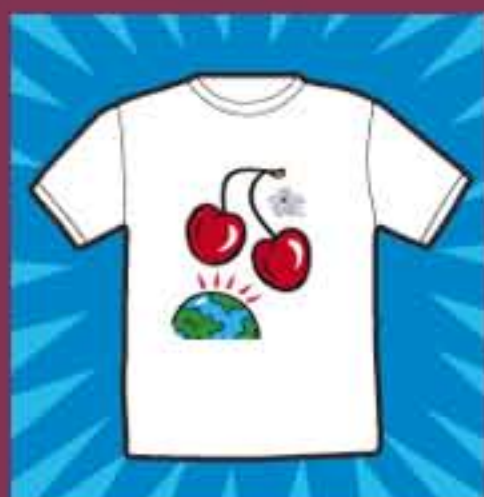


### tips to spark your creativity

- \* Back to basics ... and beyond. For art supplies, start with the basics such as paper, pencil and crayons, but remember that anything can become something artistic. Grab everyday items around the house and think of new ways to use them. A sponge provides textures with paint and old CDs become amazing stencils.
- \* Food for thought. Food has always naturally been one of the most inspiring subjects for artists of any skill level. Try to look at the size, shapes and textures of any item found in the pantry and recreate that image in a different way. Morris says that food has always been one of his most inspiring objects, not only because it could be drawn, but it could be eaten afterwards.
- \* Plug in and play. In the age of computers, don't ignore the limitless possibilities of digital design. Encourage kids to use painting programs on computers to create fun art that can be printed, stapled and turned into a cool comic book.
- \* Think outside - or inside - the box. Often the most fun items to play with are the boxes of everyday objects: make mini-movie set dioramas, houses for stuffed animals or art supply holders. Even Pop-Tarts® boxes can be used in many different ways: flattened as a canvas, cut to feature its many fun colors, or turned inside out to recreate a custom box design. Try cutting different boxes into small pieces and using the different colors and patterns to make a mosaic.
- \* Age is only a number. Remember: there is no right or wrong when it comes to art. Morris suggests that parents spend focused time with kids, trying to imagine the world through their eyes. The exercise allows parents to look at life from a different perspective and the encouragement is important for children.

[> Learn more creativity tips](#)

### design your own t-shirt



Enter your design today! The design with the most votes each week will win a Burton Morris print. One grand prize winner, chosen by Morris, will win a day with the artist himself (see official rules).

### share



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