Season's Greetings
To commemorate our joyous 50th Wedding Anniversary—which Ethel and I celebrated this past May—our Season’s Greetings to you this year has been inspired by a painting which Andy Warhol made of us in 1982.

May this glorious Season bring you peace, health, happiness, and the time to enjoy the blessings of life renewed.

Ethel and Samuel J. LeFrak and Family
Andy Warhol 1928–1987

Born in Pittsburgh, Andy Warhol was the son of hard-working Ruthenian immigrants. After studying design and fine arts at Carnegie-Mellon University, Warhol launched his career in New York City in 1952 as a graphic designer and illustrator with several of the nation’s top advertising agencies.

During the late 50s, he began to develop innovative art concepts and techniques, breaking almost entirely away from traditional mid-Century form, substance, and meaning of art. In so doing, Warhol advanced beyond contemporary styles of painting—like abstract expressionism—to establish a new movement: Pop Art. A gifted technician and creative genius, Warhol’s achievements were to fuse 20th Century technology with his vision to depict truths as evidenced through the “way and how” we are living at the present moment. Seeking to expand the very parameters and definition of art, he continued to experiment and express his vision with type-set graphics, film, 3-Dimensional electronics, silk-screens, and more. By combining novel—and often conventional—artistic materials with new subject matter suitable for representation as “art,” Warhol ensconced himself in the vanguard of the vigorous art movements evolving throughout America in the mid-20th Century.

The Warhol oeuvre, like the work of the Impressionists 125 years ago, set new standards of creativity for future generations to emulate, reflecting vast social and scientific changes.

Warhol’s works are featured in museums throughout the world. His unique portrait of Samuel J. and Ethel LeFrak in their family collection was created in 1982.