Marcia Tucker
Director of The New Museum

It's been a busy and productive season at The New Museum, with several new events taking place and many more underway for the coming year. This summer while our staff struggled with the contradictions of meeting deadlines and trying to squeeze in brief vacations, we initiated ART QUEST, a contemporary collectors' forum headed by Jock Truman, a well known and highly respected art dealer for nearly 20 years. After retiring from the gallery business, Jock has been working independently encouraging young, unknown artists, and helping to bring attention to their work. He has been a member of our Activi­ties Council for the past year.

The Activities Council, which has added Arlene Doff, Elliot Leonard, and Dorothy Sahn to its members, worked extensively on CELE­BRATION III, a gala dinner and masked ball which was held October 28 at The Metropolitan Club. During September a special cocktail party for members of the Benefit Committee was hosted by collector Ed Downe, a long-time friend and supporter of The New Museum. One of the most important activities sponsored by the Council is the annual Museum Tour to areas throughout the country which are of particular interest to art enthusiasts. Our inaugural trip, or­ganized by Laura Skoler, Council Chair, and assisted by staff member Maria Reidelbach, was held from April 22 to 25. In Houston, Dallas, and Fort Worth, seventeen people, including curator Ned Rifkin, Laura Skoler and myself, spent four exhilarating, exhausting days packed with studio visits, museum lectures, visits to private collec­tions, and an extraordinary Texas barbeque in Splendora hosted by artists James Surls and Charmaine Locke. This year, in the late spring, we are planning a five day tour of the Pacific Northwest, taking in Seattle and Vancouver.

The Board of Trustees welcomes two new members, Nanette Laitman and John Fitting. Mrs. Laitman has been active at The New Museum for some time; as a member of the CELE­BRATION II Program Committee, she was in­strumental in the success of last year's Benefit, and co-chaired this year's CELEBRATION III. Mr. Fitting, who retired last year as President of the Dreifus Sales Corporation, is currently a pri­vate consultant on investments and estate planning and has been helping, among other things, in our search for new space. We are happy to have them with us.

Our staff has added two new, much needed members. Maria Reidelbach, who came to us as an intern from the University of Akron, is now Assistant Preparator, as well as ART QUEST liaison. Rosemary Ricchio, who had become indispensible as a volunteer over the past year, is now in charge of Catalog Distribution and Sub­scriptions. We'll miss Emory Craig, Preparator, who has left after nearly three years to become Director of the Elise Meyer Gallery; we wish him every success in his new position. John Jacobs, who since 1979 has assisted in many of our installations, is our new Preparator.

Arnold Jolles, Director of the Seattle Art Mu­seum, took time away from his own busy schedule this summer to spend a hectic two weeks of his vacation as a volunteer at The New Museum. Mr. Jolles, a former conservator and art historian, began his tenure as Director at the Seattle Art Museum in 1979 after a stint as acting Director of the Philadelphia Museum of Art from 1977-79. He and I met while serving as members of the N.E.A.'s Museum Program Policy Panel in Washington, D.C. last year. When Mr. Jolles expressed an interest in working with us, the idea was enthusiastically re­ceived by the staff, who vied for his skills with a number of urgent project proposals. In addition to answering phones, installing art work, and pitching in with clerical help, he drew up an in­valuable plan for the distribution, subscription, and sales of our catalogs which will be im­plemented this spring. This respite from his own demanding job might hardly seem to have been a vacation by typical standards, but he and all of us found it to be one of the most unusual and enjoyable events of the year. We're hoping to entice him back next summer and to take advantage of his energy, enthusiasm, and ex­pertise once again.

A lengthy policy staff meeting was held this summer, during which we reviewed the events and activities of the past year and discussed our needs, commitments, and goals for the future. We reaffirmed once again the importance of our unique, horizontal, non-competitive, non­ bureaucratic structure, and we remain united in our desire to maintain the spirit of collaboration, friendship, and investigation which are basic to the concept of The New Museum.

Henry Luce III
President,
The New Museum Board of Trustees

In the fall The New Museum held its gala benefit, Celebration III, at the Metropolitan Club. The success of the occasion was marked by the ease of the arrangements, as administered by the Benefit Committee under the leadership of Nan­ette Laitman and Laura Skoler, as well as by the auction of scores of masks created and do­nated to us by artists whom the museum has exhibited.

That event was followed in a week by another benefit, the world premiere of the movie, "Time Bandits," an occasion made possible by the Mu­seum's Trustee, Denis O'Brien, who is co-pro­ducer of the movie. The showing was followed by a party at the Underground.

The Museum continues to welcome contrib­utions which will qualify to match, on a three for one basis, the Challenge Grant of the National Endowment for the Arts of $75,000. I urge all of you who have not yet done so to help us qualify for the entire amount of the grant.

As The New Museum enters its fifth year, we are beginning to have the sensation of being a robust child, running fast and gaining confidence — in short, a feeling that we are here to stay. I'm grateful to all the friends who have helped make this possible, and look forward to their con­tinued support.
In addition to organizing exhibitions, writing essays, researching artists’ bibliographies and exhibition histories, and overseeing the publication of the catalogs, the curatorial staff has worked intensively to sustain a high level of studio and museum visits with artists in New York and throughout the country. The slide viewing program continues to be one of our most valuable resources for becoming acquainted with unaffiliated artists.

Travel is an essential aspect of The New Museum’s curatorial commitment to providing New York with a forum for innovative contemporary work produced outside the metropolitan area. As a result, the curatorial staff journeys out of the New York area as often as time and finances allow. Lynn traveled to northern California in March, visiting artists in the San Francisco Bay area, Davis, and Sacramento. She was invited to lecture on our EVENTS exhibition at California State University at Sacramento. In May, she went first to the twin cities of Minneapolis and Saint Paul, then to Chicago where she was able to see the Navy Pier exhibition in addition to visiting many artists’ studios; she concluded her trip with a visit to Toronto. Lynn also spent a week in Sweden as a guest of the Swedish Institute. There, she investigated contemporary art in studios, galleries, and museums. This has effectively expanded the scope of The New Museum’s viewing territory to an international scale.

In late September and early October, Ned spent two weeks in four cities on the West coast. Beginning in San Francisco and continuing on to Portland, Seattle, and Vancouver, British Columbia, Ned made numerous studio visits, contacting colleagues in universities, galleries, and art centers as well. Future trips are scheduled for Boston, Philadelphia, and Denver.

Robin traveled to Baltimore this fall to visit Joseph Hilton’s studio and view his work-in-progress for the window installation he will execute this winter. Further expanding our publica-
The Vera G. List Endowment has recently been established in honor of Mrs. Albert List, Vice President of the Museum’s Board of Trustees. It is a general fund intended to help provide future security for the Museum. Another endowment, The Alverlist Fund, established soon after our inception, is designated for sponsorship of lectures and symposia and has made possible many special programs and events during the past few years. We are extremely grateful to the List family for their unfailing commitment and support.

Last spring we were very happy to announce that The New Museum had been Awarded a Challenge Grant in the amount of $75,000 from the National Endowment for the Arts. In order to receive these funds the Museum is required to match each federal dollar on a three-to-one basis by new or increased sources, therefore broadening our base of support by at least $225,000 during the three year grant period. Thanks to many generous contributions from friends new and old, we are pleased to report that we have already reached the goal required to collect the first installment of grant monies from the NEA. We would like to thank everyone who helped make this possible and we continue to urge each of our members to increase their membership categories upon renewal so that the contribution will qualify for a Challenge Grant match. We also ask each of our friends and supporters to help introduce new members to the Museum at this important time.

During the past several months, we were pleased to have had the assistance of a number of artists who served as workshop leaders for visiting student groups. The following list includes the names of those artists who have participated to date: Janet Henry, Jorge Soto, Jamillah Jennings, Dan Concholar, Michele Voyski, Charles Abramson, and Susan Dallas-Swann, (who hosted a special performance at her studio, the Black Box Theatre).

Those student groups which have participated in the Education Program during this period have been: P.S. 41, Community School 30, Nuestros Ninos, Hunter Elementary, the East Harlem Council for Community Improvement, Tompkins Park Day Camp, and Oliver Street Day Care. Each of these groups received a visit from our staff for an initial orientation to the current exhibition. In the following days a workshop was held at the Museum, designed to reinforce that visit by the children’s direct exposure to the exhibition.

In recent months, we have been most fortunate to have had the valuable assistance of John Neely, who was special consultant to the Education Program. (Please see Focus section.)

Another recent addition to the Program, Ethel Singer, comes to us as an intern from Lehman College. Ethel is an artist who has had a great deal of experience working with children in art workshops. She has been assisting in all phases of the Program including the classroom visits, and planning and presentation of the Museum workshops.

We look forward to serving many other young groups in our community, and we invite our members to observe any of our workshops which are normally scheduled during the morning hours. Please contact Ed Jones for additional information.

Other groups whose members have recently visited us include: St. Vincent’s Day Hospital, Cultural Resources Group, Baruch College (Journalism), The International Center of Photography, Fort Green Center for the Arts, the Williamsburg Residential and Training Center, the Art Academy of Finland, Lewis and Clark College, the Philadelphia Lively Arts Group, and Oceanside Adult Education.
PEOPLE

NEW MEMBERS (JANUARY 1, 1981 to JULY 31, 1981)

Cecile Abish
Kevin Adams
John E. Alexander
Suzanne Anker
Mr. and Mrs. Richard C. Aspinwall
Barbara Astman
Stephen R. Barber
Janet and David Belsky
Ann Bengston
Madeleine Bennett
Edwin A. Bergman
Carl Trop Blumberg
Bobbie Braun
Bambi Brown
Elizabeth A. Brown
Kathryn Carrington
Dr. M. Stefan Draughton
Bill Dunn
Mariah Fee
Marlene D. Goldstein
George T. Greene
Mr. and Mrs. Robert S. Greenbaum
Stuart Greenspan
Jenny Groel
Ruth Hart

Cecile Abish
Kevin Adams
John E. Alexander
Suzanne Anker
Mr. and Mrs. Richard C. Aspinwall
Barbara Astman
Stephen R. Barber
Janet and David Belsky
Ann Bengston
Madeleine Bennett
Edwin A. Bergman
Carl Trop Blumberg
Bobbie Braun
Bambi Brown
Elizabeth A. Brown
Kathryn Carrington
Dr. M. Stefan Draughton
Bill Dunn
Mariah Fee
Marlene D. Goldstein
George T. Greene
Mr. and Mrs. Robert S. Greenbaum
Stuart Greenspan
Jenny Groel
Ruth Hart

Hilary Harris
A.L. Hoffenberg
Daniel Jacobs
John Jacobs
Donald and Barbara Jonas
Barbara Kasten
Stephanie Keylin
Irving Kleinman
Dr. and Mrs. William Kleinman
Mr. and Mrs. Arthur Klevens
Harry and Nancy Koenigsberg
Jeff Koons
Jill Kornblee
Janis Crystal Lipzin
Ann Livet
Lillian Loomis
Herbert C. Lust III
Eddie Ma
Mr. and Mrs. Alvin Mandel
Amanda Means
Louis and Susan Meisel
Lady McCrady
Mr. and Mrs. Ronald Nichols
Carol Nordgren
Eric Nowlin
Patricia Ogden
Charles Palminteri
Elise Pickering
Jesse Poinoboeu
Patricia Powers
Susan Puterman
Judy Rafael
Arthur and Ina Rifkin
Mrs. S.M. Barnes Roby
Terry Rooney
Phyllis Rosenblatt
Michelle S. Rosenfeld
Mr. and Mrs. Marvin Sackner
Allyne and Fred Schwartz
Mr. and Mrs. Eugene Schwartz
Frank Smith
Ellen Vanden Broeck
Claude Van Lingen
Mary Warner
George and Wendy Waterman
Mr. and Mrs. Arnold Weinberg
Mr. and Mrs. Edward M. Weinstein
John H. White
Barbara Yoshida

THE NEW MUSEUM BOARD OF TRUSTEES

Jack Boulton
Elaine Dannheisser
John Fitting
Allen Goldring
Nanette Laitman
Natalie S. Lang
J. Patrick Lannan
Vera G. List
Henry Luce, III
Denis O'Brien
Brian O'Doherty
Patrick Savin
Herman Schwartzman
Nanette Laitman
Vera G. List
Henry Luce, III
Denis O'Brien
Brian O'Doherty
Patrick Savin
Herman Schwartzman

THE NEW MUSEUM ACTIVITIES COUNCIL

Isabel Berley
Marilyn Butler
Arlene Dolt
Lola Goldring
Nanette Laitman
Elliot Leonard
Francoise Rambach
Dorothy Sahn
Laura Skoler
Marcia Tucker

THE NEW MUSEUM STAFF

Joanne Brockley, Gallery Attendant
Robin Dodds, Curatorial Coordinator
Nina Garfinkel, Administrative Assistant
Lynn Gumpert, Curator
John Jacobs, Preparator
Bonnie Johnson, Public Relations Coordinator
Ed Jones, Education Director/Foundation Development
Dieter Morris Kearse, Director of Planning and Development
Sharon Quinn, Gallery Attendant
Maria Reidelbach, Assistant Preparator/Art Quest Administrator
Rosemary Ricchio, Manager, Catalog Subscription and Distribution
Ned Rifkin, Curator
Jennifer Smith, Gallery Attendant
Maureen Stewart, Administrator
Marcia Tucker, Director

THE NEW MUSEUM ADVISORY BOARD

Linda Cathcart, Director, Contemporary Arts Museum, Houston, Texas
William Dunn, Attorney
Anne Focke, Director, "and/or" (alternative exhibition center) Seattle, Washington
Philip Linhares, Director, Mills College Art Gallery, Oakland, California
Linda Nochlin, Professor of Art History, Vassar College
Robert Rosenblum, Professor of Art History, Institute of Fine Arts, New York University
Janet Solinger, Director, Resident Associate Program, Smithsonian Institution

THE NEW MUSEUM INTERNS, 1981

Peter Baldwin, St. Lawrence University
Jeanne Breitlart, New York University
Peter Brooke, Denison University
Sondra Catrasso, City College at City University
M. Jean Connolly, Mount Holyoke College
Ari Kambouris, Art Institute of Chicago
George Lukacs, Cooper Union School of Art
Ann Phibbs, New York University
Stacie Pritton, Connecticut College
Ethel Singer, Lehman College
Laura Wettersten, Art Institute of Chicago

THE NEW MUSEUM VOLUNTEERS, 1981

Connie Bangs
Bill Black
Mary Campbell
Angela Cockman
Claudia Ficht
Richard Fink
Julie Fudge
Gary Gale
Julia Glazer
Jamie Goldring
Claudia Gould
Susannah Hardaway
Cham Hendon
Marcia Landsman
Rosina Lardieri
Chris Martens
Sydni Moser
Carla Nordstrom
Eliza Rand
Elvira Rohr
Jack Sal
Charlie Sitzer
Ellen Vanden Broeck
Sarah Warren
Michele Weinberg
Art Quest

The 42 charter members of ART QUEST showed their enthusiasm for the first two open studio tours by buying a number of works from the 12 artists whose studios we visited. Many of these relatively unknown, unaffiliated artists are now being invited to show their work in galleries in New York City. The New Museum curators are continually looking at work by unknown artists, and ART QUEST will introduce its members to many of them.

On August 25, an East Hampton tour included a visit to the studio, home, and gardens of Alfonso Ossorio; everyone was so enthusiastic that we hope to repeat the tour next summer. During October, William and Isabel Berley hosted an ART QUEST gathering at which Marcia Tucker presented a lecture on the iconography of recent figurative painting.

ART QUEST is seeking ten more members. A tax deductible contribution of $1000 to The New Museum will provide one year's membership for a couple or an individual and guest. In addition to the frequent tours of artists' studios, there will be other special events, including lectures by visiting artists, museum directors and curators, and critics; tours of New York City's unusual, out-of-the-way alternative spaces; and an annual listing of artists, galleries, and arts organizations in major cities across the United States. Information is mailed regularly to advise ART QUEST members of current exhibitions and other cultural events of special interest in the New York area. I am available to talk with and advise members on a personal basis.

We are building a nationwide network so that wherever members live or travel we can supply information about what to do and see in that particular region. ART QUEST now has members from Miami, Palm Beach, and San Francisco, as well as the greater New York City area. Wherever you live we urge you to consider joining ART QUEST. Please contact Maria Reidelbach at the Museum.

Jock Truman
Coordinator

Maria Reidelbach
ART QUEST Administrator and Assistant Preparator

ART QUEST tour to Alphonso Ossorio's
Texas Trip

A group of 17 members of The New Museum spent four days last April “deep in the art of Texas.” Participants in the Museum’s first art tour of Dallas, Fort Worth and Houston included: William and Isabel Berley, Brian Cassidy, Kay Freeman, Nanette Laitman, Vera List, Hank and Nancy Luce, Edmund and Diane Nouri, Denis and Inger O’Brien, Ned Rifkin, Ann Shengold, Laura Skoler, Marcia Tucker, and Ellen Vanden Broeck.

Emphasis was on visits to selected artists’ studios and outstanding private collections of contemporary art. Major museum tours included a special preview of the Baron Von Thyssen exhibit at the Kimball Art Museum in Fort Worth and a gala opening of the Sylvia Mangold exhibition at The Contemporary Arts Museum in Houston.

The New Museum group was entertained at brunches, barbecues, artists’ studios, and private country clubs. The excitement and intellectual stimulation of the Texas art experience was enhanced by whirlwind social activities and Texas hospitality.

Pacific Northwest Trip

The New Museum’s second art excursion will occur May 4 through May 9. The tour will include visits to museums, special private collections, and a selection of artists’ studios in the Northwest/Seattle/Vancouver area. Details are available by calling The New Museum.

U.S. Premiere of “Time Bandits” Benefits The New Museum

The U.S. Premiere of the film TIME BANDITS was celebrated as a benefit for The New Museum on November 4. The evening began at Loews New York Twin Theatre and continued downtown at the Underground disco, where cable television’s Nikki Haskell hosted and televised a premiere party for the Museum’s guests and for special celebrities, including many of the film’s stars. ELECTROMAN performed live music during the party.

TIME BANDITS is a Handmade Films Production starring John Cleese, Sean Connery, Shelley Duvall, Katherine Helmond, Ian Holm, Michael Palin, Ralph Richardson, Peter Vaughan and David Warner. It was produced and directed by Terry Gilliam, of Monty Python fame, who, with Michael Palin, also wrote the screenplay. The film features new songs by George Harrison. Mr. Harrison and New Museum Trustee Denis O’Brien are the executive producers of TIME BANDITS.
EVENTS & ACTIVITIES

Lecture Series

The Museum is planning a lecture series entitled *Art and Politics II* to be held in February 1982. A group drawn from our Dialog Series acted in an advisory capacity during the initial stages of planning for the event. The format will consist of two speakers each evening on three consecutive Thursdays. These speakers will address the same topic, but from varying viewpoints. The two talks will be followed by a discussion period, providing the audience with an opportunity to resolve some questions raised during the evening.

Thursday, February 4:
*Support Systems for the Artist*
Brooke Alexander and Leon Golub

Thursday, February 11:
The "Ins" and the " Outs" of Contemporary Art: The Politics of Exclusion
Benny Andrews and Eunice Lipton

Thursday, February 18:
*Integrity in Esthetics*
Linda Goode Bryant and Ana Mendieta

Arts Update

Marcia Tucker, Lynn Gumpert, Ned Rifkin, and Robin Dodds present ARTS UPDATES approximately four times during the year. Showing slides collected from numerous studio visits both in and out of New York City, ARTS UPDATES provide an informal, informative view of the newest developments in contemporary art.

The most recent ARTS UPDATES were held on October 14 and December 9, attended by enthusiastic, standing room only audiences. The Museum's next ARTS UPDATE will be held in early spring and will be open to Museum members only. Please contact the Museum for the specific date.

Buffet concluding the Museum's annual ARTISTS IN RESIDENCE Studio Tour at the home of Sylvia Stone
Annual Artists in Residence Studio Tour

The New Museum's annual Artist in Residence studio tour is an exciting event that is always a highlight of the year. On November 14, Senior category Museum members and ART QUEST members were invited to visit the private living and working spaces of six artists selected by the Museum's curatorial staff, and Laura Skoler and Jock Truman. Paintings by Stephen Charpin, Billy Copley, and Keith Haring, Brigid Quinn's constructions, Kenny Scharf's embellished appliances, and Ursula Schneider's drawings and sculpture were all enthusiastically viewed by an appreciative group of patrons and staff members. The day ended with a wonderful cocktail buffet organized and prepared by Laura Skoler at the beautiful loft of sculptor Sylvia Stone. Thanks very much to all the artists and Sylvia, Laura, and Jock for making this special day such a success!

Annual ARTISTS IN RESIDENCE Studio Tour Studio of artist Ursula Schneider

CELEBRATION III

A silent auction of artists' masks created especially for The New Museum was the highlight of Celebration III, a gala dinner and masked ball held at The Metropolitan Club, 1 East 60th Street, on Wednesday evening, October 28, 1981. Participants in the Museum's third annual fundraising event enjoyed the excitement and challenge of bidding on these unique works of art in the Club's magnificent Great Hall and West Lounge until dinner was served in its elegant upper dining room. Following dinner the auction results were posted and guests were invited to join many of the contributing artists for dancing to the music of the Lester Lanin Orchestra.

The 89 artists who created masks for this occasion have all participated in previous exhibitions at The New Museum, and it was their enthusiastic support and generosity toward the Museum that made the auction a tremendous success. David Saunders, in addition to creating a mask, also donated 120 small silk-screened 'Trick or Treat' prints that were raffled off in series of 12 to ten lucky bidders.

In September the Celebration III Benefit Committee met at the home of Edward R. Downe, Jr. for cocktails, the announcement of final plans for the event, and a sneak preview of some of the artists' masks, a selection of which was also featured in a lively window display at Bergdorf Goodman's the week prior to the gala. Nanette Laitman, a Trustee of the Museum, and Laura Skoler, head of the Museum's Activities Council, chaired the Benefit Committee, with Lola Goldberg as Program Chairman. Program Committee members included Marilyn Butler, Arlene Dott, Susan Ellen Heitler, Vera List, Nancy Luce, Dorothy Sahn, and Jock Truman.
CELEBRATION III Benefit Committee cocktail party at the home of Edward Downe, Jr. Dorothy and Arthur Sahn

L to R: Maureen Stewart, Administrator, Nanette Laitman, Museum Trustee

L to R: Lola Goldring, Committee Chair; Allen Goldring, Trustee; Edward Downe, Jr.

"Patrons of The New Museum, including such distinguished business and social celebrities as Henry Luce III, collector J. Patrick Lannan and designer Mary McFadden turned out for a masked ball at the Metropolitan Club."

— Deborah C. Phillips

CELEBRATION III mask for Silent Auction by Roger Brown
Bergdorf Goodman window display of masks for Silent Auction at CELEBRATION III

CELEBRATION III masks for Silent Auction by L to R, James Holl, James Hill, and Phyllis Bramson

CELEBRATION III mask for Silent Auction by James Holl

CELEBRATION III masks for Silent Auction by L to R, Kent Hines, Ron Morosan, Phyllis Bramson
John Neely

After eight years in New York City I’m proud to say that I am finally doing what I’ve always wanted to do — teach children in museums. I very much believe in Museum Education and its place in overall museum activity. It’s important for children to learn that creativity is not just something for art majors, but is necessary for all of our lives.

Right now I’m planning to go back to school. I have recently been teaching video and I would like to take a long look at computers, video, media, and technology in general, and their place in educating children. Children are fascinated with such things and I have realized that I can do more with a camera or computer in teaching a child something than I can in those boring classrooms. It’s time for all of us to learn to be a little more creative in solving our problems, and I think the place to start is in all of those exciting museums that are full of art and magic anyway.

So, I’m teaching, making art, and hoping to prove that the museum is the place of tomorrow. It had better be; we’ve always said we had a monopoly on creativity and I think we’re going to get our chance to prove it.

STAFF PROFILES

Maria Reidelbach

I came to The New Museum as an intern from The University of Akron, where I had been a member of the staff of The University of Akron Art Galleries. My internship completed my requirements toward a BFA in painting and I was asked to join The New Museum staff as both the ART QUEST administrator and Assistant Preparator. Saying goodbye to the Goodyear Blimp for the last time, I moved to New York City permanently and now reside in the Lower East Side, where doorman means the guy who hangs out on your front stoop. I am adjusting rapidly to conditions at the world’s most crowded museum, noting that co-workers is more like it! I am also cataloging the work of the late Alfred Jensen for his estate.

John Jacobs

I joined The New Museum staff in a full-time capacity after having been involved as a preparatorial assistant for about three years. I’ve spent the last six years supporting myself through carpentry, while working towards a Masters in Art history. My internship completed my requirements toward a BFA in painting and I was admitted to an interdisciplinary seminar and lectures with a visiting critic, and was undergraduate assistant to the curator of the Fosdick-Nelson Gallery. Exhilarated by the vitality this metropolis generates and the cultural accessibility that I have so longed for, I’ve watched myself finally come alive. And if it were the visual arts that drew me here, they have found a strong and passionate rival in the movies. A truly compulsive film-goer, a great many of my hours that are not occupied in the studio are spent in the dark.

Yet it wasn’t until moving to New York City in 1978 that I felt I had truly found my niche. Exhilarated by the vitality this metropolis generates and the cultural accessibility that I have so longed for, I’ve watched myself finally come alive. And if it were the visual arts that drew me here, they have found a strong and passionate rival in the movies. A truly compulsive film-goer, a great many of my hours that are not occupied in the studio are spent in the dark.

I began working at The New Museum as a volunteer in January, 1981, initially relying on my slide archive experience, and gradually branching out into other areas. For the past several months my energies have enthusiastically focused on Celebration III benefit activities, and in August was delighted to accept an invitation to join the Museum staff to handle catalog distribution. I look forward with relish and excitement to the challenges that this position offers and am happy to be part of this institution — which I respect for its ideology and love for the personal gratification and interaction it affords.
RECENT EXHIBITIONS

ALTERNATIVES IN RETROSPECT: An Historical Overview 1969-1975 (May 9-July 16, 1981) Jacki Apple, a New York artist and former Curator of Exhibitions at Franklin Furnace Archives, was the Museum's guest curator for this exhibition, which presented an historical overview of the artist-generated alternative spaces of the early 1970's, spaces that no longer exist — Gain Ground, Apple, 98 Greene Street, 112 Greene Street Workshop, 10 Bleecker Street, Idea Warehouse, and 3 Mercer Street. The works chosen were representative of early pieces by now well-known artists, as well as the concerns and philosophies of the spaces in which they were done and the community of artists involved with them. Many of these works no longer exist as they did originally; in a sense this was an archeological exhibition.

STAY TUNED: Video in the Context of Other Media (July 24-September 10, 1981) This exhibition examined the influence of video in expanding the sensibilities of eight contemporary artists better known for their work in other media, who share a common use of video as a means of escaping the confines of their earlier art form and enlarging the scope of their work. Videotapes were juxtaposed with the earlier plastic works of Robert Cumming, Brian Eno, Charles Frazier, Donald Lipski, Howardena Pindell, Judy Rifka, Allen Ruppersberg, and Irvin Tepper.

The exhibition featured reconstructed sculptural works and performances; videotapes of process installations, performances, and films; original installation drawings, photographs, and scores; paintings, artifacts, books, photo-text documentation, and complete chronologies of events.

"Because Bill Beckley's sculpture 'Song for a Sliding Board' involves the idea of play at a sophisticated level, it serves even silently as a durable emblem of the art spirit."
— William Zimmer
Soho News, May 20, 1981

Howardena Pindell
"Free, White, and 21", 1980 Videotape still

Installation view of Exhibition: STAY TUNED
PERSONA (September 18-November 12, 1981) This exhibition featured the work of nine contemporary artists who, in making or presenting their work, assume specific alter-egos or personae (human or animal, fictitious or historical) which serve as vehicles for greater freedom of expression. Works in the exhibition were by Eleanor Antin, Mr. Apology, Colin Campbell, Bruce Charlesworth, Colette, Redd Ekks, Lynn Hershman, James Hill, and Martial Westburg.

"The New Museum has a show called 'Persona' in which nothing is in the least like traditional painting, drawing or sculpture."
— John Russell

Redd Ekks
Ret nec, 1980

Opening Preview for PERSONA
L to R: Norman Kleeblatt, Lynn Gumpert, Curator, Lynn and Ned Holstein

"It is difficult, now as ever, to live a decent and integrated life as a human being, and most of the artists in ‘Persona’ are trying to tackle that problem ... In that sense, this is a very worthwhile show."
— John Russell

"The best dresser-upper is Lynn Hershman, who actually lived the life of Roberta Breitmore ... The altered photograph mapping the Hershman-to-Breitmore transformation is a powerful thing."
— John Perreault
Soho News, October 21, 1981

"Persona' is a strong show, but it's the modesty of the theme that permits it to be strong. It has gathered certain artists together, then stepped out of the way."
— Carter Ratcliff
Art in America, November, 1981

Artist Bruce Charlesworth and Ned Rifkin, Curator

Artist Colette

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— John Perreault
Soho News, October 21, 1981
**NOT JUST FOR LAUGHS: The Art of Subversion** (November 21, 1981-January 21, 1982) This exhibition consisted of extremely funny works in various media that use paradox, exaggeration, outrage, incongruity, surprise, subversion, and/or false logic as basic formal means. These works attack existing cultural, political, racial and sexual stereotypes.

Artists whose works were featured in this exhibition were Terry Allen, Glen Baxter, Robert Colescott, Steven Cortright, Steve Gianakos, Louie Grenier, J.P. Hutto, Jeff, Pamela Kelly, John Malpede, Linda Montano, Tony Oursler, Richard Ross, Erika Rothenberg, Nina Salerno, Michael Smith, Terry Sullivan, Mark Tansey, David Troy, and William Wegman.

"Marcia Tucker, who curated 'Not Just for Laughs,' has a less pessimistic and potentially more popular view. Her catalogue essay is excellent. Although she touches the standard theories of humor, she is most inclined to see humor as subversion."

— John Perreault
* Soho News, December 2, 1981

"Mark Tansey’s ‘Robbe-Grillet Cleaning Every Object in Sight’ will cause a chuckle in everyone who has ever read Robbe-Grillet, with or without admiration."

— John Perreault
* Soho News, December 2, 1981

People viewing Steven Cortright’s altered books

Steve Gianakos
* Dead Pop Fly Swatting, 1981

Michael Smith in his performance, "Down in the Rec Room"

John Malpede in his performance "Inappropriate Laughing Responses"
THE NEW MUSEUM EXHIBITION CATALOGS

EARLY WORK BY FIVE CONTEMPORARY ARTISTS (November 11-December 30, 1977)
Introduction and acknowledgments by Marcia Tucker
Ron Gorchov, interview by Susan Logan
Elizabeth Murray, interview by Allan Schwartzman
Dennis Oppenheim, interview by Allan Schwartzman
Dorothea Rockburne, interview by Marcia Tucker
Joel Shapiro, interview by Susan Logan
23 b/w photos  32 pages  $5.00

"BAD" PAINTING
(January 14-February 28, 1978)
Essay by Marcia Tucker
James Albertson
Joan Brown
Eduardo Carrillo
James Chatelain
Cply
Charles Garabedian
Robert Chambliss Hendon
Joseph Hilton
Neil Jenny
Judith Linhares
P. Walter Slier
Shari Urquhart
William Wegman
14 b/w photos  40 pages  $5.00
Presently out of print

ALFRED JENSEN: PAINTINGS FROM THE YEARS 1957-77 (March 18-April 21, 1978)
Essays by Linda Cathcart and Marcia Tucker
26 color photos  34 b/w photos  97 pages  $12.00

NEW WORK/NEW YORK (May 13-July 8, 1978)
Introduction by Marcia Tucker
Susan Dallas, essay by Susan Logan
Lynne Elton, essay by Allan Schwartzman
David Middaugh, essay by Susan Logan
Fred Smith, essay by Susan Logan
Jeff Way, essay by Allan Schwartzman
24 b/w photos  31 pages  $5.00

OUTSIDE NEW YORK
(September 23-November 11, 1978)
Katharine T. Carter, essay by Kathleen Thomas
Tom Hatch, essay by Robert McDonald
James R. Hill, essay by Susan Logan
Alexa Kleinbard, essay by Allan Schwartzman
Janis Provisor, essay by Phil Linhares
Dan Rizzie, essay by Robert M. Murdoch
18 b/w photos  36 pages  $5.00

BARRY LE VA: FOUR CONSECUTIVE INSTALLATIONS AND DRAWINGS 1967-1978
(December 16, 1978-February 10, 1979)
Essay by Marcia Tucker
2 color photos  53 b/w photos  62 pages  $6.00

INVENTED LANDSCAPE (February 17-April 14, 1979) Guest Curator, Christopher English
Essay by Christopher English
Peter De Lory
Bonnie Donahue
Victor Landwebber
David Maclay
Martha Madigan
6 pages  $5.00

IN A PICTORIAL FRAMEWORK
(June 30-September 15, 1979)
Introduction by Kathleen Thomas
Story Mann, essay by Dieter M. Kearse
Finley Fryer, essay by Allan Schwartzman
David Saunders, essay by Susan Logan
Phyllis Branson, essay by Susan Logan
Gundersen Clark, essay by Kathleen Thomas
35 b/w photos  36 pages  $5.00

DIMENSIONS VARIABLE
(September 29-November 29, 1979)
Essay by Susan Logan and Allan Schwartzman
Nancy Arlen
Louisa Chase
Rudy Heintze
Cork Marcheschi
41 b/w photos  45 pages  $5.00

NEW WORK/NEW YORK
(December 8, 1979-February 8, 1980)
Essay by Susan Logan and Allan Schwartzman
Nancy Arlen
Louisa Chase
Rudy Heintze
F. L. Schroder
David Wells
30 b/w photos  32 pages  $5.00
REE MORTON RETROSPECTIVE 1971-1977
(February 16-April 17, 1980)
Essay by Allan Schwartzman and
Kathleen Thomas
Reminiscences by friends
Reviews and Articles, 1971-1977
Excerpts from Ree Morton's notebooks
4 color photos 102 b/w photos
108 pages $8.00

OUTSIDE NEW YORK: The State of Ohio
(April 26-June 26, 1980)
Essay by Allan Schwartzman
Ginna Brand
Donald E. Harvey
Peter Huttinger
Allan L. Jones
Robert Kohn
Janis Crystal Lipzin
33 b/w photos 40 pages $5.00

JOHN BALDESSARI: WORK 1966-1980
(March 14-April 28, 1981)
Essays by Marcia Tucker and
Robert Pincus-Witten
Interview by Nancy Drew
3 color photos 85 b/w photos
80 pages $10.00

DECONSTRUCTION/RECONSTRUCTION:
The Transformation of Photographic Information
into Metaphor (July 12-September 18, 1980) Guest Curator, Shelley Rice
Essay by Shelley Rice
Cecile Abish
Eileen Berger
Dara Birnbaum
Barbara Crane
Bonnie Gordon
31 b/w photos 43 pages $5.00

INVESTIGATIONS:
Probe - Structure - Analysis
(September 27-December 4, 1980)
Essay by Lynn Gumpert and
Allan Schwartzman
Agnes Denes
Lauren Ewing
Vernon Fisher
31 b/w photos 46 pages $5.00

EVENTS: FASHION MODA, TALLER BORICUA, ARTISTS INVITE ARTISTS
(December 13, 1980-March 5, 1981)
Introduction by Marcia Tucker
Essay by Lynn Gumpert
Includes art created especially for this catalog.
40 b/w photos 51 pages $5.00

"'Stay Tuned,' a lively exhibition, will make most observers less inclined to relegate the poor relation video to the servants' quarters."
— Kathleen Hulser
The Villager, August 6, 1981

ALTERNATIVES IN RETROSPECT:
An Historical Overview 1969-1975
(May 9-July 16, 1981) Guest Curator, Jacki Apple
Introduction by Jacki Apple
Essay by Mary Delahoyd
Exhibition Chronologies,
Directors' and Artists' Statements (re­searched and compiled by Jacki Apple)
Gain Ground
98 Greene Street
112 Greene Street Workshop
10 Bleecker Street
Idea Warehouse
3 Mercer
53 b/w photos 52 pages $5.00
STAY TUNED: Video in the Context of Other Media
(July 25-September 10, 1981)
Essay by Ned Rifkin
Robert Cummings
Brian Eno
Charles Frazier
Donald Lipski
Howardena Pindell
Judy Rifka
Allen Ruppersberg
Irvin Tepper
16 b/w photos 32 pages $5.00
"The . . . works in 'Stay Tuned' demonstrate that no sweeping facile judgments about the routes in and out of video are possible, but that just this sort of speculation can't help but enliven our thinking about all artistic media."
— Kathleen Hulser
The Villager, August 6, 1981
"Brian Eno's small, darkened chamber, offering mute video-views of Manhattan and a meditative ambient score, is an electronic-age answer to the monk's cell."
— Gerald Marzorati
Soho News, August 18, 1981

PERSONA
(September 19-November 12, 1981)
Essay by Lynn Gumpert and Ned Rifkin
Eleanor Antin
Mr. Apology
Colin Campbell
Bruce Charlesworth
Colette
Redd Ekks
Lynn Hershman
James Hill
Martial Westburg
49 b/w photos 57 pages $5.00

NOT JUST FOR LAUGHS: The Art of Subversion
(November 21, 1981-January 21, 1982)
Essay by Marcia Tucker
Terry Allen
Glen Baxter
Robert Colescott
Steven Cortright
Steve Gianakos
Louie Grenier
J.P. Hutto
Jeff
Pamela Kelly
John Malpede
Linda Montano
Tony Oursler
Richard Ross
Erika Rothenberg
Nina Selerno
Michael Smith
Terry Sullivan
Mark Tansey
David Troy
William Wegman

JOIN THE NEW MUSEUM

The New Museum needs your help to continue its programs. Your membership in The New Museum is an opportunity to support art by living artists. We invite your participation. Your contribution will help The New Museum qualify for the National Endowment for the Arts Challenge Grant.

Categories of Membership

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Invitations to exhibition parties
Current exhibition catalog
Discount of 25% on museum publications
Museum newsletter
Invitation to participate in art excursions throughout the country
Advance notice for "Arts Updates" and special Museum events
Reduced or free admission to special Museum events
Listing in annual report

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All benefits of Individual membership
Reciprocal membership in participating museums throughout the country
Discount of 40% on membership catalogs

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All exhibition catalogs
Participation in special New York City artists' studio tours

SPONSORING
All benefits of Sustaining membership
Invitations to special party with Museum exhibition artists

PATRON
All benefits of Sponsoring membership
Active participation in all Museum activities and special events.

BENEFACTOR, FOUNDER
All benefits of Patron membership
Acknowledgement on Benefactor/Founder Plaque

CORPORATE For information about our Corporate Membership Program please contact the Director of Development.
FUTURE EXHIBITIONS

NEW WORK/NEW YORK (January 30-March 25, 1982) is the fourth in this series of exhibitions designed to present new and provocative work by New York City artists who have not received significant public exposure. It features works by Tom Butter, Tom Evans, John Fekner, Judith Hudson, Peter Julian, and Cheryl Laemmle.

EARLY WORK (April 3-June 3, 1982) in accordance with The New Museum's commitment to the presentation of the art of the last ten years, will re-examine the earlier work of five artists who have received wide public exposure and critical attention during the past several years. The exhibition will provide an opportunity to observe the genesis of ideas from which their more recent work evolved, and to examine the artists' most recent activity in light of their earlier pieces. The artists are Lynda Benglis, Joan Brown, Luis Jimenez, Gary Stephan and Lawrence Weiner.

CURRENTS, (Part I June 11-July 29, Part II August 7-September 22, 1982) the first of an ongoing series, will present the work of four artists in a sequence of paired solo exhibitions. The new exhibition design will provide a more in-depth focus on an individual's work as well as an opportunity for site-specific installation. In addition, the series will initiate a new publication format: an illustrated essay and selected exhibition and bibliography listings will be published in conjunction with each artist's exhibition.

"Because The New Museum tries to break down barriers between itself and the community, it uses its 14th Street windows for installations."
- Deborah C. Phillips
Art News, November, 1981

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Application

I wish to enroll as a member of The New Museum in the category indicated below:

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100 Supporting
250 Sustaining
1000 Patron
2500 Benefactor
5000 Founder
and above

I would like to add $5.00, or ______ __ (specify amount) to my membership to support the Museum's Education program.

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Membership name as you wish it to appear in the Annual Report, if different from above.

Street Address

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My membership is new ______ renewal ______

Please consider renewing your membership at a higher category to help us match our Challenge Grant.