THE NEW MUSEUM NEWS

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WINTER 1981/1982

Mark Tansey Innocent Eye Test, 1981, detail



David Lubarsky

UPDATES -

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 Doft, Elliot Leonard, and Dorothy Sahn to its members, worked extensively on CELE-BRATION 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 CELE-BRATION 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 Dreyfus 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, nonbureaucratic 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.

ART QUEST tour to the home of Alphonso Ossorio Foreground, L to R: Baldo Diodato, artist; Jock Truman, ART QUEST Coordinator; Robin Dodds, Curatorial Coordinator



Robin Dodds, Lynn Gumpert, Ned Rifkin Curatorial Staff

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 thoughout 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-inprogress for the window installation he will execute this winter. Further expanding our publication effort, Robin will write the first of a series of brochures the Museum will publish on the 14th STREET WINDOW exhibition project. She will also undertake a review of our slide archives in order to renew contacts with artists previously visited, thereby updating the curatorial staff on the artists' developing work.

Several traveling exhibitions organized by the Museum are either concluding or beginning their tours. Both THE 1970s: NEW AMERICAN PAINTING, which circulated in Yugoslavia, Sardinia, Sicily, Denmark, Hungary, and Poland under the auspices of the International Communication Agency, and REE MORTON, which traveled nationally, have recently ended their tours. The JOHN BALDESSARI: WORKS 1966-1980 exhibition will travel to the Cincinnati Arts Center and the Contemporary Arts Museum in Houston this winter upon its return from Europe, where the entire exhibition was circulated under the joint auspices of the Van Abbemuseum, Eindhoven, Holland, and the Museum Folkwang, Essen, West Germany. The NEW WORK/NEW YORK exhibition (January 30-March 25, 1982) will be circulating to museums across the country beginning in April. The Western Association of Art Museums (WAAM) has arranged to administrate this exhibition tour.

Additional opportunites to become acquainted with artists in and out of New York arise when curators are asked to participate on juries and panels. Ned was a member of a group of jurors invited to choose artists from Berlin to work in studios at P.S. 1 of The Institute for Art and Urban Resources. He was also invited to judge a national video competition at D-Visions Gallery in New York.

The results of our research, travels, and studio visits are shared with Museum members in our frequent *Arts Updates*, informal slide lectures by the director and curatorial staff.

"We count on The New Museum to operate in what Rauschenberg called 'the gap between Art and Life.' "

UPDATES -

Development **Dieter Kearse**

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

October 26, 1981

Dear Mr. Jones,

Thank you for letting us come to the museum. I had a really great time! I turned myself into a clown I had red glasses and a red guitar. I also had a green crown with roinbows and a heart. When I came to the museum the first thing I looked at was the picture I made when you came to my classroom. I wish I could visit you every day...

Sincerely, Amanda Schaffer

Education Program "fan mail"

Education Program Ed Jones

The Museum's Education Program continues to grow and to expand the scope of our constituency. We enjoy introducing children to the art of their own time, and providing them with direct experience with working artists within a museum context.

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 Improvment, 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.

"... The New Museum is also in many ways the most intelligent and substantial of New York's 'alternative' institutions.'

- Peter Schjeldahl The Village Voice, December 9, 1981

"... At The New Museum, theme shows frequently examine trends in contemporary art, including a recent show that was devoted to alternative spaces themselves.

- Deborah C. Phillips Art News, November, 1981

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.



John Neely Consultant in Education Program

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 Lady McCrady Stuart Greenspan Jenny Groel Ruth Harf

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 Koenisberg 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 Mr. and Mrs. Ronald Nichols Carol Nordgren

THE NEW MUSEUM BOARD OF TRUSTEES

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Vera G. List Denis O'Brien Brian O'Doherty Patrick Savin Herman Schwartzman Marcia Tucker

THE NEW MUSEUM **ACTIVITIES COUNCIL**

Isabel Berley Marilyn Butler Arlene Doft Lola Goldring Nanette Laitman Elliot Leonard Francoise Rambach Dorothy Sahn Laura Skoler Jock Truman

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 Attendent

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

CONSULTANTS

Elizabeth A. Brown, Research John Neely, Education Program

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Mr. and Mrs. Arnold Weinberg

Mr. and Mrs. Edward M. Weinstein

Allvne and Fred Schwartz

Patricia Powers

Judy Raffael

Terry Rooney

Frank Smith

Mary Warner

John H. White Barbara Yoshida

Phyllis Rosenblatt

Richard Boardman, Research and Evaluation Officer, International Communication Agency, Washington D.C.

- 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 Breitbart, New York University Peter Brooke, Denison University Sondra Catarraso, 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 Philbin, New York University Stacie Printon, 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 Fitch **Richard Flink** 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

EVENTS & ACTIVITIES

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

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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 Cassiday, 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 Thyson 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, barbeques, 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.



THE NEW MUSEUM'S ART EXCURSION to Texas, April, 1981

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.



TIME BANDITS Premiere party for the benefit of The New Museum L to R: Michael Palin, Shelley Duvall, Terry Gilliam

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 UP-DATES 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.

-isa Kahané



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 Chapin, Billy Copley, and Keith Haring, Brigid Kennedy'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

Lisa Kahane



Annual ARTISTS IN RESIDENCE Studio Tour, studio of artist Billy Copley

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 Goldring as Program Chairman. Program Committee members included Marilyn Butler, Arlene Doft, Susan Ellen Heitler, Vera List, Nancy Luce, Dorothy Sahn, and Jock Truman.

Lisa Kahane

Lisa Kahane

CELEBRATION III Benefit Committee cocktail party at the home of Edward Downe, Jr. Dorothy and Arthur Sahn

Lisa Kahane

Lisa Kahane





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."

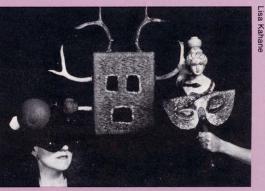
- Deborah C. Phillips Art News, November, 1981

CELEBRATION III mask for Silent Auction by Roger Brown

David Lubarsky



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

Lisa Kahane



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



CELEBRATION III mask for Silent Auction by James Holl

FOCUS -

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 not the word - roommates 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 degree at Hunter College with emphasis on sculpture. My wife Mary and I have made our home for the past three years in Hoboken, and are trying to buy a house there. I'm very happy to be joining The New Museum, particularly at such an exciting time in its development.



John Jacobs, Preparator

Rosemary Ricchio

The age of 30 symbolizes a remarkable turning point to me. I envision a magical sort of coming together in which candour meets experience, heartbreak subsides, and a new chapter rich in potentiality unfolds. How apropos it seems that this juncture in my life should coincide with such fertile beginnings at The New Museum.



Rosemary Ricchio, Manager, Catalog Subscription and Distribution

Admittedly a perpetual "late bloomer" (or experience-, rather than goal-oriented), I seem to have approached the arts in a very roundabout way. Although my mother describes my childhood in Niagara Falls as one prepossessed by drawings and verse, it took me a little longer to recognize — and accept — the potency *they* held for me. I began by studying fashion illustration and design in Atlanta, served a stint as assistant buyer of designer dresses in a Buffalo department store, and then worked in various capacities in a college bookstore. It was this return to an academic environment that rekindled old intellectual and esthetic flames.

I eventually attended the New York State College of Ceramics at Alfred University, receiving a B.F.A. in drawing and painting, with a minor in art history. However, my activities outside of the studio/lecture hall were equally enriching and I think it was here that the scope of my interests expanded. I worked as a curator in the art history slide library, for 2 years served as art critic for the university newspaper, initiated and coordinated an interdisciplinary seminar and lectures with a visiting critic, and was undergraduate assistant to the curator of the Fosdick-Nelson Gallery.

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 filmgoer, 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 I was delighted to accept an invitation to join the Museum staff to handle catalog distribution. I look forward with relish and excitment 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.

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



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. Installation view of Exhibition: ALTERNATIVES IN RETROSPECT

"Donald Lipski's . . . room installation, composed of doctored toys, found objects and several curved animal horns, is a spirited venture."

— Kathleen Hulser The Villager, August 6, 1981



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



Installation view of Exhibition: STAY TUNED

RECENT EXHIBITIONS

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 The New York Times, October 25, 1981

Redd Ekks Retnec, 1980



isa Kahan





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

Artist Bruce Charlesworth and Ned Rifkin, Curator

" '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 Colette

"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 New York Times, October 25, 1981

"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

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 sterotypes. 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



Steve Gianakos Dead Pop Fly Swatting, 1981

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



Robert Colescott, artist in the exhibition NOT JUST FOR LAUGHS

"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





Mario

WT

John Malpede in his performance "Inappropriate Laughing Responses"

PUBLICATIONS -

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-Febraury 28, 1978)

Essay by Marcia Tucker

James AlbertsonJoseph HiltonJoan BrownNeil JennyEduardo CarrilloJudith LinharesJames ChatelainP. Walter SilerCplyEarl StaleyCharles GarabedianShari UrquhartRobert Chambless HendonWilliam 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 Richard Ross Tricia Sample Michael Siede Carl Toth Gwen Widmer

22 b/w photos 41 pages \$5.00

SUSTAINED VISIONS (April 23-June 23, 1979)

Gaylen Hansen, essay by Kathleen Thomas Claire Moore, essay by Allan Schwartzman Salvatore Scarpitta, essay by Susan Logan

35 b/w photos 36 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 Bramson, essay by Susan Logan Gundersen Clark, essay by Kathleen Thomas

30 b/w photos 48 pages \$5.00

DIMENSIONS VARIABLE (September 29-November 29, 1979)

Essay by Susan Logan, Allan Schwartzman, Kathleen Thomas

James O. Clark Gary Allen Justis Ann Knutson Cork Marcheschi Stephen Miller Carlton Newton Mike Roddy

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

32 pages

Nancy Arlen Louisa Chase Rudy Heintze F.L. Schroder David Wells

30 b/w photos

\$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 Kenneth Nevadomi Patiosville Beatniks Sandy Rosen Larry Shineman Chris Steele

33 b/w photos 40 pages \$5.00

"As an attempt to recreate the atmosphere of the New York art world at a vivid and committed phase in its history 'Alternatives in Retrospect' deserves well of all of us.

> - John Russell The New York Times, June 26, 1981

DECONSTRUCTION/RECONSTRUCTION: The Transformation of Photographic Information into Metaphor (July 12-September 18, 1980) Guest Curator, Shelley Rice

Essay by Shelley Rice

Cecile Abish Jerry Jones Eileen Berger Andrea Kovacs Dara Birnbaum Ray Metzker Barbara Crane Haas Murphy Bonnie Gordon

\$5.00 31 b/w photos 43 pages

INVESTIGATIONS: Probe - Structure - Analysis (September 27-December 4, 1980)

Essay by Lynn Gumpert and Allan Schwartzman

Agnes Denes Lauren Ewing Vernon Fisher Stephen Prina **David Reed**

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.'

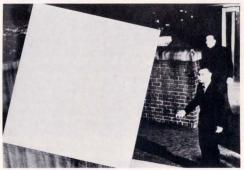
- Kathleen Hulser The Villager, August 6, 1981

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

David Lubarsky



John Baldessari "Violent Space Series: Two Stares Making a Point but Blocked By A Plane (For Malevitch)," 1976

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

\$5.00



Jacki Apple Guest Curator for the exhibition ALTERNATIVES IN RETROSPECT

PUBLICATIONS -

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

ges \$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

JOIN THE NEW MUSEUM -

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 Salerno Michael Smith Terry Sullivan Mark Tansey David Troy William Wegman



Robert Colescott "Tea for Two (The Collector)", 1980

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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



James Holl

World Toy Company: The Origin of Want Dancers Dressed in Designers' Clothes, 1981 (detail)

THE NEW MUSEUM "WINDOW"

The New Museum's 14th Street "WINDOW" is located just off Fifth Avenue in the New School Building. "WINDOW" installations are on display for approximately four weeks and are mounted either independently of or in conjunction with the Museum's regularly scheduled exhibitions. The work of the following artists has been exhibited in recent "WINDOW" installations.

- Bill Bierne "Similarities and Differences," (May 9-July 16, 1981) in conjunction with the exhibition ALTERNATIVES IN RETRO-SPECT
 - Claudia Fitch "DISPLAY STAND NO MAN'S LAND," (July 24-September 10, 1981)
 - Colette "Justine's Executive Offices," (September 19-November 12, 1981) in conjunction with the exhibition PERSONA
 - David Troy "Evolution," (November 21-January 21, 1982) in conjunction with the exhibition NOT JUST FOR LAUGHS Joseph Hilton "For Those Who Were
 - Drowned (in 1979)," January 30-March 25, 1982

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