1 Tibor Kalman with Scott Stowell and Andy Jacobson Everybody (1993), installation. 42nd Street Development Project/Creative Time. Photo by Maggie Hopp/Creative Time.

cover 1 Andres Serrano Lisa Lewis (1998)
Our three major exhibitions for the Spring-Summer season offer a range of provocative approaches to contemporary art, each furthering the dialogue on the crossover between art and popular culture. *Picturing the Modern Amazon* is the first exhibition to explore the unconventional and iconoclastic image of the hyper-muscular woman. Guest curators Laurie Fierstein, Joanna Frueh, and Judith Stein have assembled an astonishing range of work by emerging and established artists, as well as fascinating archival photographs and wildly inventive comics that all challenge traditional notions of female beauty and power.

*Tiborocity: Design and Undesign by Tibor Kalman, 1979-1999* presents print work, film, video, and products by this maverick designer for clients ranging from Chiat/Day advertising to the rock band Talking Heads. This tribute to Kalman, who tragically passed away last year, is the New Museum's first design exhibition and we are indebted to Maira Kalman for her assistance and support.

*Martha Rosler: Positions in the Life World* is the first retrospective of one of the most influential American artists of the last thirty years. In fact, it's nearly impossible to imagine an exhibition like *Picturing the Modern Amazon* without Rosler's pioneering exploration of class, gender, and women's roles in society. We are presenting this exhibition with the International Center for Photography to provide a more comprehensive view of her work.

In recognition of the current vitality of work in video and new media, we are redesigning our Public Access Gallery to continuously present art made with new technologies. Look for this program to begin in May.

None of our programming is possible without a strong community of supporters and we look forward to gathering with you on Sunday, April 16th for our annual Gala and Art Auction. This year we are pleased to honor Miuccia Prada and Laurie Anderson, two exceptionally creative women who have each transformed their respective fields of fashion design and music performance.

Our supporters have also stepped forward to make our capital campaign a success. We have now reached our phase-one goal of six million dollars, which will more than double our endowment, and I thank everyone who has helped us reach this benchmark. In recognition of Life Trustee Henry Luce III's outstanding contributions to the New Museum, we have named the Director's position in his honor. I am proud to be associated with Mr. Luce in this way and know that his example will inspire others to provide the Museum with the resources to grow and thrive.

Lisa Phillips
The Henry Luce III Director
CAMPAIGN REACHES $6 MILLION

The Museum has raised $6 million for building and endowment since launching its first capital campaign in December 1996. More than $3 million will be used for endowment, doubling the Museum's existing investment funds and supporting expanded programming and outreach. Several named endowment funds will support a wide range of activities:

- Chase Manhattan Fund for Teachers Workshops
- William Randolph Hearst Endowed Fund for the Visible Knowledge Program
- Marcia Tucker Curatorial Fellowship
- Penny McCall Publications Fund

Gifts to the capital campaign may be made through donations of stock, planned gifts such as charitable remainder trusts, or cash. Pledge periods of up to three years are available for major gifts.

For more information on the campaign, or to discuss a gift, please call Dennis Szakacs, Deputy Director, at 219.1222 ext. 230.

CAMPAIGN FOR CONTEMPORARY ART

Major Capital and Endowment Gifts to the New Museum of Contemporary Art

VISIONARY ($1 million+)
- William V. Kriegel
- The Henry Luce Foundation

ARCHITECT ($300,000 - $999,999)
- Estate of Blanche Risa Sussman
- The Norman and Rosita Winston Foundation
- Anonymous

BUILDER ($100,000 - $299,999)
- Booth Ferris Foundation
- Henry M. Buhl
- The Chase Manhattan Foundation
- Lola and Allen Golding
- The William Randolph Hearst Foundation
- Toby Devan Lewis
- Stephanie and James C.A. McClennen
- The Peter Norton Family Foundation

PLANNER ($50,000 - $99,999)
- Carol and Arthur Goldberg
- Barbara S. Horowitz
- Peter B. Lewis
- Jennifer McSweeney
- Robert J. Shiffler
- National Endowment for the Arts
- The New York State Council on the Arts

SUPPORTER ($25,000 - $49,999)
- Gertraud and Dieter Bogner
- Ellyn and Saul Dennison
- Joanne and Paul Schnell
- The Estate of Charles Simon
- Laura Skoler
- Laila Twigg-Smith
- Ellen and Jerome L. Stern

CONTRIBUTOR ($5,000 - $24,999)
- Zoe and Joel Dictrow
- The Milton Fine Family Charitable Foundation
- Sunny and Bradley Goldberg
- Dorothy O. Mills
- Ruth and Carl Pite

23RD ANNUAL BENEFIT GALA AND ART AUCTION

HONORING LAURIE ANDERSON AND MIUCCIA PRADA

This year's Gala will honor Laurie Anderson and Miuccia Prada for their outstanding contributions to the vitality of contemporary art and culture. Laurie Anderson has been at the forefront of performance art since the early 1970s, incorporating a visionary approach to new media in all her work. Miuccia Prada has made extraordinary contributions to fashion design and founded Fondazione Prada to support new exhibition projects by contemporary artists.

THE GALA will begin with a Silent Auction and Cocktail Party at the New Museum, followed by a Dinner and Live Auction at the Altman Building, a restored carriage house in Chelsea. The Gala is the Museum's most significant fundraiser, bringing together over 500 of the most interesting and influential people in the international arts community. Artworks are donated by over 100 artists for an exhibition and auction of some of today's most important work.

THE SILENT AUCTION AND COCKTAIL RECEPTION will kick off the evening from 5:30 to 7:30 pm in the Museum's Second Floor Gallery.

THE GALA DINNER AND LIVE AUCTION, conducted by Philippe Ségalot, Christie's, will immediately follow. This year's Gala Chairs are Tracy Williams and New Museum Trustee Laura Skoler. The auction works will be on preview in the Museum's Second Floor Gallery from April 8 - 16. Organized as an exhibition titled "economic BENEFIT" by Stefano Basilico with the support of the Steering Committee, the auction exhibition explores the themes of "gift economy," "socio-cultural economy," "aesthetic economy," and "internet economy" and will raise issues such as art's relationship to taste and beauty, the perception of value and its malleability, and the ever shifting nature of the art object itself. For the first time, the entire auction catalogue and bidding for select works will be online at www.artnet.com/newmuseum beginning April 3rd.

For information and tickets call Lysbeth Ackerman, Special Events Coordinator, at 212.219.1222 ext.226.
PICTURING THE MODERN AMAZON

The first exhibition devoted to the representation of hyper-muscular and physically strong women in popular culture and contemporary art, Picturing the Modern Amazon touches on issues ranging from female pleasure to the dynamics of bodily and social power. The “modern amazon” is presented as a culture with a history, as a dazzling and transgressive current phenomenon, and as an avatar of the future.

The exhibition includes paintings, drawings, photographs, videos, sculptures, comic books, and installations by over sixty artists including: Louise Bourgeois, Renée Cox, Nicole Eisenman, Oliver Herring, Annie Leibovitz, Mary Ellen Mark, Herb Ritts, Alison Saar, Andres Serrano, Cindy Sherman, Nancy Spero, and many others.

Picturing the Modern Amazon consists of three separate sections: historical images, contemporary works, and comics. The historical component includes over 150 images, from 1783 to the present, of women performing feats of strength in circuses or in vaudeville acts, as well as documentation on modern women’s bodybuilding.

While several works in the contemporary section depict hyper-muscular women who are pumped, greased, and flexing, other works offer more subtle messages. Kathleen Gilje’s painting Comtesse d’Haussonville, Restored (1996) borrows two seductive representations of women, Jean-Auguste Dominiq Ingres’ 1845 portrait Comtesse d’Haussonville and one of Robert Mapplethorpe’s portraits of bodybuilder Lisa Lyon. Gilje’s painting depicts the traditionally-appointed 19th century lady whose reflection in the mirror returns a muscular, bustier-clad vixen in a veil, a suggestion of the way the tender comtesse may truly perceive herself.

In the third section, comics that focus on muscular female characters and superheroes represent a half-century of work. Works such as R. Crumb’s Frightened Little Man in the Land of the Vulture Goddesses (1998) illustrate the simultaneous fear and desire that huge, solid, and strong
UPCOMING PICTURING THE MODERN AMAZON EVENTS

Look out for an exciting range of programs beginning with a panel discussion, The Unfashionable Female Body, at the New School's Tischman Auditorium on April 3.

Other events include an artists' discussion with Modern Amazon co-curator Judith Stein, a lecture by David Chapman on photography's treatment of the hyper-muscular female body, a discussion about the legendary film Pumping Iron II - The Women, as well as art projects and bodybuilding performances in the New Museum Window on Broadway.

See calendar for details.

VISIBLE KNOWLEDGE PROGRAM

As part of the New Museum's Visible Knowledge Program for 1999/2000, high school students from six schools in New York City worked with themes from Picturing the Modern Amazon in biology, environmental science, the history of science, and global studies curricula. Artworks produced during this project will be exhibited at the Robert F. Wagner Jr. Institute for the Arts and Technology, Long Island City during April, and in the New Museum's Window on Broadway in May.

Visit the VKP's web site at www.vkp.org to see the latest on-line classrooms and studios produced by students, artists and teachers, as well as documentation of the Modern Amazon project.

HIGH SCHOOL STUDENT INTERNSHIPS

In response to Picturing the Modern Amazon, high school interns in the New Museum's Education Department spent the fall semester critiquing representations of the female body in contemporary art exhibitions in New York, the media, and current mainstream and independent films.
The life and work of legendary graphic designer and provocateur Tibor Kalman (1949-1999) is the subject of the exhibition Tiborocity: Design and Undesign by Tibor Kalman, 1979-1999. Although Kalman died on May 2, 1999 after a long illness, the exhibition proceeded as a tribute to his life and career. Tiborocity consists of approximately 200 works drawn from Kalman’s personal collection and the archives of M&Co, his design firm in New York.

Tiborocity features Kalman’s ideas and projects in a setting he designed to evoke a mythical “village” located in a non-industrial country. The village is divided into nine sites that serve as metaphors for various themes that influenced Kalman’s oeuvre. These include a classroom, a humor house, a vernacular store, a coffee shop, a public square, a jail cell, a music and video shop, a museum of practical ideas and—with a vision toward the future—a forest beyond the village.

Over the past twenty years Tibor Kalman and the work of M&Co have explored and encompassed not just the print medium, but also film, video and product design. The company’s work was characterized by an affinity for humor, found images and brash typography.

In 1990 Kalman became the founding editor-in-chief of Colors, a Benetton-sponsored magazine that explored the ways in which people are both similar and very different. Controversial images, including a white Spike Lee, a black Queen Elizabeth and an Asian Pope John Paul II, served to raise readers’ own consciousness of racism. At the time of his departure from Colors in 1995, Kalman had, in the words of one critic, “evolved a design language that functioned on a global level by allowing a culturally diverse readership to contemplate both the particular and the universal concept.”


Tiborocity is accompanied by the 1998 Princeton Architectural Press publication Tibor Kalman: Perverse Optimist.

Tiborocity: Design and Undesign by Tibor Kalman, 1979-1999 was organized by the San Francisco Museum of Modern Art. Support for the exhibition has been generously provided by Mr. and Mrs. Leonard Riggio. The New Museum presentation is made possible with support from Jay Chiat and the Producers Council of the New Museum. Barnes & Noble is the media sponsor of the exhibition.

1 Tibor Kalman Cloud Umbrella (1992). M&Co labs, photo courtesy MoMA

Martha Rosler: Positions in the Life World

The first retrospective of one of the most influential American artists of the last thirty years, Martha Rosler: Positions in the Life World, brings together all aspects of her seminal video works, photography, performance, installation, and critical theory. Martha Rosler (b. 1938) is a pioneer in exploring the underpinnings of such contemporary cultural phenomena as the objectification of women and the globalization of economies. She was among the first artists to challenge the myth and mystique of photographic reality, and has helped expand the definitions of art by effortlessly combining an incisive critique of value systems with a humorous and accessible narrative style.

In one of her most important projects, The Bowery in Two Inadequate Descriptive Systems (1974/75), black and white photographs of Bowery storefronts hang adjacent to clusters of typewritten words that are synonyms for the word “drunk.” The piece, which avoids depictions of homeless people, pointedly subverts documentary photography’s assertion of objectivity and accuracy. Rights of Passage (1994–96) is a series of color photographs of highways, road signage, vehicles transporting goods, and highway construction sites that point to the erosion of geography, history, community, and liberty that can result from urbanization.

Martha Rosler’s work is embraced within a wide range of fields including art history, architecture and urbanism, women’s studies, sociology, cultural studies, theater, and video. Her work is an important touchstone for succeeding generations of artists such as Cindy Sherman, Louise Lawler and Sherrie Levine. She is currently the Director of Graduate Studies in the Visual Arts Department at Rutgers University, New Brunswick, New Jersey.

The New Museum is collaborating with the International Center for Photography to present this exhibition. Martha Rosler: Positions in the Life World was organized by Ikon Gallery, Birmingham, UK and Generali Foundation, Vienna, Austria. A fully illustrated book accompanies the exhibition.

The exhibition is supported by the Andy Warhol Foundation for the Visual Arts. The New Museum presentation is supported by the National Endowment for the Arts, a federal agency, Nancy and Joel Portnoy, and the Producers Council of the New Museum.
PIERRE ET GILLES  15.SEP.00 - 21.JAN.01
The first museum survey in North America of painted photographs by the French team Pierre et Gilles includes work ranging from unforgettable celebrity portraits to more ethereal images inspired by mythological iconography. The exhibition, organized by Dan Cameron, will include more than 25 works spanning nearly two decades.

ADRIAN PIPER: A RETROSPECTIVE  26.OCT.00 - 21.JAN.01
Adrian Piper played a formative role in the emergence of Conceptual art in the 1960s and 1970s and an even more crucial role in the development of identity-based art in the 1980s and 1990s. This exhibition, organized by the Fine Arts Gallery, University of Maryland, Baltimore County, will present Piper’s objects, installations, performances, videos, and soundworks.

PAUL MCCARTHY  15.FEB.01 - 13.MAY.01
The first retrospective to explore the work of this pioneering Los Angeles-based artist, whose groundbreaking fusion of sculpture and performance is defined by often controversial combinations of pop-culture clichés, social taboos, and art historical references. Organized by Lisa Phillips and Dan Cameron, the exhibition will open at the Museum of Contemporary Art, Los Angeles (29.OCT.00 - 21.JAN.01), and will include drawings, videos, sculptures, and installations spanning the past 25 years.

WILLIAM KENTRIDGE  7.JUN.01 - 16.SEP.01
This exhibition will present the acclaimed South African artist’s animated films, drawings, and performance work from 1989 to the present. Through a potent combination of modesty and satire, Kentridge’s work traces characters shaped in turn by the political turmoil of South Africa, European culture, and by the artist’s own history and identity. Co-organized by the New Museum, the Museum of Contemporary Art, Chicago, and the Hirshhorn Museum and Sculpture Garden, Washington DC.

1 Adrian Piper Why Guess #2 & #5 (1989). Photo text collage
WHAT'S NEW AT THE BOOKSTORE

EVENTS

6.APR.00 6-8.PM
Alfred Leslie will talk about his work and sign copies of his book, The Hasty Papers, an expanded millennium edition of the 1960 One-Shot Review including a new narrative made from selected correspondence, new writing, photographs and drawings.

8.JUN.00 6-8.PM
Maira Kalman will give an informal presentation and sign copies of her well-loved children's books.

BOOKS AND GIFTS

THE NEW MUSEUM BOOKSTORE continues to build new relationships with galleries, publishers, emerging artists and designers from around the world. We are proud to offer a larger number of hard-to-find international publications in the store. This spring we will add to our popular design section and will create a special section on the monograph wall for artists catalogue raisones.

We are also increasing the range of designer gifts and artist editions in the store, including Dana Wyse's Pills, Orfi's Shadow Army, and berlinischwimmer, a waterproof book-object produced in an edition of 50 by Edition Sutstein.

New Museum members receive 10% off everything in the Bookstore, and 20% discount on New Museum merchandise. For more information call 212.219.1222. ext.234

NEW DESIGNERS
CREATE GIFTS AND HOME PRODUCTS

JACINTO MOROS is a Spanish sculptor and designer who lives and works in New York. His Jacris Lamp is a drawn line that has become three-dimensional form. The lamp is fabricated by an innovative patented process that introduces an electric circuit into laminated wood. ($300-$350)

FREDERIC DEBACKERE is a French designer living in New York City who develops products for a design firm in Soho and works in his own studio. In his lamp collection, Frederic plays with translucency, simplicity, futurism and fun. ($68-$160)

GORDON JOSEPH is a designer and photographer who teaches at Parsons School of Design. His company, Product Home, has created a line of home accessories that explores the use of Primex, a corrugated plastic material, as a design material. ($16-$75)

SCOTT BECKERMAN has developed a unique carving process to cut large rock crystal and gemstones into unique jewelry pieces. Scott's work is an unusual combination of the modern and organic. ($150-$400)
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NEW MEMBERS!
If you’re interested in becoming a
member of the New Museum of
Contemporary Art, please turn the
page for more information.

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Ildiko Repasi and Laszlo Sulyok
Dashiell Snow
Judson Traphagen
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FILL OUT THE ENCLOSED CARD TO JOIN NOW!

MEMBERSHIP PROGRAM UPDATE  As of 1 Jan. 00, the Membership Program has changed slightly to better reflect Members’ support. Please note that Members who joined prior to this time will receive the benefits in effect when they signed up.

We have also established a new membership category, the New Group, for people 39 and under. This exciting program features studio and private collection visits, gallery tours, and other programs specifically tailored for young collectors and patrons interested in new and emerging artists. Call Suzanne Egeran, Membership Coordinator, at 212.219.1222 ext.228 for more information.

ADVOCATE $60 (100% is tax-deductible)
- Unlimited free admission for one to the Museum’s galleries
- Invitations for two to Members’ receptions for major exhibitions
- Free subscription to the New Museum News, the members’ bulletin
- 20% discount on New Museum publications
- 10% discount on other Bookstore merchandise
- Advance notices and discounts for public programs
- Special Members-only sales at Bookstore
- Notification of Bookstore events

FRIEND OR DUAL $100 (100% is tax-deductible) All of the above, plus...
- Invitations for two to the Museum’s galleries
- Private tours of each exhibition with the curator

ASSOCIATE $300 ($275 is tax-deductible) All of the above, plus...
- Invitations for two to all VIP receptions for major exhibitions
- One complimentary exhibition catalogue
- Eligibility to purchase Limited Edition artworks commissioned by the museum at the pre-publication price
- Listing in the Donors Report
- Invitations to special members events, such as lecture series.
- Invitations to participate in all Inside Art events including visits to artists’ studios, private collections, and performances

FELLOW $600 ($525 is tax-deductible) All of the above, plus...
- Invitations for four to all VIP opening receptions
- Invitations to participate in exclusive New Museum national art study tours
- Two complimentary exhibition catalogues
- Free admission for two accompanying guests per visit

PATRON $1000 ($900 is tax-deductible) All of the above, plus...
- Invitations for six to all VIP opening receptions
- Invitations for two to a post-opening dinner with exhibiting artists
- Three complimentary exhibition catalogues
- Free admission for four accompanying guests per visit
- Invitations to participate in exclusive New Museum national and international art study tours
- Invitations to participate in selected Inside Art events including visits to artists’ studios, private collections, and performances

1 Martha Rosler Untitled (Cargo Cult), from the series Body Beautiful (a.k.a. Beauty Knows No Pain) (December 1995). Photo by Roberto Villa/Marka.
MARCH

YOUR HIT PARADE: MUSIC PERFORMANCE
sun.26 2 - 3.30.pm
Hear over 20 musicians play top 40 songs.
(Second floor gallery)

PICTURING THE MODERN AMAZON PATRONS’ AND MEMBERS’ RECEPTION
thu.30 6 - 9.30.pm
(First floor gallery and mezzanine)

AMAZON OPENS TO THE PUBLIC
fri.31
(First floor gallery and mezzanine)

APRIL

PANEL: THE UNFASHIONABLE FEMALE BODY
mon.3 8.30pm
Discussion with Picturing the Modern Amazon co-organizer Laurie Fierstein; Revlon’s Vice-President and Creative Director Dale Brandon Kan; Center for African American History and Culture exhibition curator Deborah Willis; and cartoonist R. Crumb.
(New School, Tischman Auditorium)

ALFRED LESLIE: THE HASTY PAPERS
thur.6 6.pm
Artist Alfred Leslie talks about his work and signs copies of his book.
(Bookstore)

HYPER-MUSCULAR BABIES
fri.7 - sun.9
Installation by VKP Students.
(Window on Broadway)

INSIDE ART: PICTURING THE MODERN AMAZON
wed.12 6 - 8.pm
Exhibition tour with co-organizer Judith Stein. For members at the Friend level and above. (Lobby)

INSIDE ART: CHelsea GALLERY TOUR
sat.29 10.am - noon
Visit important exhibitions in Chelsea galleries with New Museum Curatorial Associate Anne Ellegood. For members at the Friend level and above.
(meeting place tbd)

23RD BENEFIT GALA AND ART AUCTION 2000
sun.16
5.30 - 7.30pm Silent Auction and Cocktail Reception
(Second floor gallery)
7.30pm Gala Dinner honoring Laurie Anderson and Miuccia Prada, and Live Auction.
(Altman Building, Chelsea)

VENUS WITH BICEPS: PHOTOGRAPHY’S UNEASY RELATIONSHIP WITH MUSCULAR WOMEN
wed.19 6.30 - 7.30.pm
Lecture by historian and author David Chapman.
(Public Access Gallery)

MAY

TIBOROCITY PATRONS’ AND MEMBERS’ RECEPTION
fri.5 7-9.pm
(Second floor gallery)

TIBOROCITY OPENS TO THE PUBLIC
sat.6
(Second floor gallery)

JUNE

WINDOW PERFORMANCE
sat.3 3-4.pm
Performance by bodybuilder Heather Foster.
(Window on Broadway)

ARTISTS DISCUSSION WITH JUDITH STEIN
fri.19 6.30-8pm
Discussion with Judith Stein, co-organizer Picturing the Modern Amazon, and several of the participating artists.
(Public Access Gallery)

WINDOW PERFORMANCE
sat.20 3-4.pm
Performance by bodybuilder Andrulia Blanchette.
(Window on Broadway)

JULY

MARTHA ROSLER: POSITIONS IN THE LIFE WORLD OPENS TO THE PUBLIC
sat.15
(First floor gallery and mezzanine)

MIRA KALMAN: BOOK SIGNING
thu.8 6-8.pm
Author Maira Kalman signs copies of her children’s books.
(Bookstore)

PIERRE ET GILES OPENS TO THE PUBLIC
fri.15
(Second floor gallery)

For the latest updates on programs and events call 212.219.1222 ext.205, or visit www.newmuseum.org.

SEPTEMBER

MARA TR STEIN AND PIERRE ET GILLES PATRONS’ AND MEMBERS’ RECEPTION
thu.14 6-9.30.pm
(All galleries)

PIERRE ET GILES

WOMEN’S BODYBUILDING THEN AND NOW
sat.10 3-5.30.pm
Discussion and film screening of Pumping Iron II: The Women.
(Public Access Gallery)