EXHIBITION FACT SHEET

Title:  GEORGIA O’KEEFFE: COLOR AND CONSERVATION

When:  October 1–December 31, 2006

Significance:  Rochester’s Memorial Art Gallery will be one of only three national venues for a major exhibition of works by American master Georgia O’Keeffe. It’s the first O’Keeffe exhibition ever in Rochester and the first anywhere to focus on O’Keeffe’s painstaking choice of color, her studio methods and her involvement in conservation issues.

Contents:  25 rarely-seen oil paintings and two pastels—among them landscapes, flower paintings, still lifes and abstractions—from all periods of O’Keeffe’s prodigious career. Also on view are iconic photographs of O’Keeffe on loan from George Eastman House International Museum of Photography and Film.

Hours:  Special hours 10/1–12/31/06: Tuesday–Friday noon–5 pm and Thursday until 9 pm; Saturday and Sunday 10 am–5 pm. Closed Mondays, Thanksgiving Day and Christmas Day.

Tickets (on sale 9/1): Tickets for the general public will be available during public hours at the Gallery’s Admission Desk (in person sales only) starting September 1. Watch for information on phone and online sales at mag.rochester.edu. To avoid overcrowding in the exhibition, all tickets are issued for a specific date and time. Advance tickets are strongly recommended.

Ticket prices:  Adults $15, seniors and students $10, children 6–18 $5; five & under free. Thursday evenings 5–9 pm reduced prices of $10, $7 and $3 respectively. Prices include museum admission, admission to My America: Art from The Jewish Museum Collection, 1900–1955 (10/24–12/24/06) and audioguides for both shows.

Member tickets (on sale 8/1)  MAG members may receive free or discounted tickets, depending on membership level. Members may also buy tickets ahead of the general public starting August 1. To learn more, call 473-7720, ext. 3018.

Groups:  Group tours, day packages and meal packages are available Tuesday–Sunday during public hours. For information contact Donna DeFord, (585) 473-7720, ext. 3058 (ddford@mag.rochester.edu).
School tours: Available Tuesday–Friday, 10 am–noon, $5 per person. To schedule, contact Mary Ann Monley, (585) 473-7720, ext. 3070 (mmmonley@mag.rochester.edu).

Gift shop: Shop at the Gallery Store during all public hours. Or starting October 1, choose exhibition-related items in the O’Keeffe Shop.

Restaurant: Throughout the exhibition, Cutler’s Restaurant will offer a southwestern café featuring regional specialties. Enjoy lunch Tuesday–Sunday from 11 am to 3 pm, and dinner Thursday–Saturday from 5 to 8 pm. Also serving coffee and dessert, snacks and cocktails Thursday–Saturday, 2–4:30 pm. For reservations call (585) 473-6380.

Catalog: In addition to essays and full-color reproductions of all the works on view, the exhibition catalog documents for the first time the fascinating correspondence between O’Keeffe and her longtime conservator Caroline Keck. $34.95 at the Gallery Store.

Location/parking: The Memorial Art Gallery is located at the corner of University Avenue and Goodman Street, in the heart of Rochester’s cultural district. The Gallery is within walking distance of other museums, restaurants and downtown hotels. Ample free onsite parking is available.

How to get here: Coming from points west on the New York State Thruway (Interstate 90), take exit 47 from LeRoy and follow Interstate 490 east to the Goodman Street exit; turn left onto Goodman and go one mile. The Memorial Art Gallery is at the corner of Goodman and University Avenues, with our front door facing University. Coming from points east on the Thruway, take exit 45 to 490 west. Exit at Goodman Street, turn right and proceed to University Avenue. From Corning and points south, follow route 390 north to 590 north to 490 west. Exit at Goodman Street and turn right.

Accessibility: Handicapped access is through the main entrance on University Avenue.

Organized by: Mississippi Museum of Art, Jackson

Rochester sponsors: This exhibition is made possible in Rochester by a major gift from Presenting Sponsor M&T Bank. Supporting Sponsors are Riedman Foundation, University of Rochester Medical Center/Strong Health, Wendy’s Restaurants of Rochester, Inc. and Woods Oviatt Gilman LLP. The Media Sponsor is the Democrat and Chronicle. Additional support is provided by New York State Assemblyman Joseph D. Morelle and New York State Senator Joseph E. Robach.

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