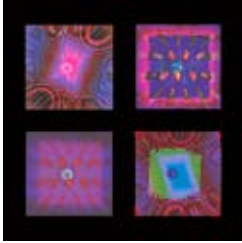




September 30, 2010



George Cisneros, *Cascades of Jubilation*, (1978/1986). Video installation. Courtesy of the artist.



Alex Rubio, *Burro Land* (1997). Mixed media on paper. Collection Henry Muñoz, San Antonio.



Michael Velliquette, *Breakthrough* (2007). Cut card stock and glue on paper. Collection of Guillermo Nicolas, San Antonio.



Jeremy Blake, *Reading Ossie Clark* (2003). DVD. Courtesy Kinz, Tillou + Feigen, New York.

EXHIBITION FACT SHEET

Title: **Psychedelic: Optical and Visionary Art Since the 1960s**

When: October 17, 2010–January 2, 2011

Description: From Op Art in the 1960s to the current explosion of dazzling abstraction, this nationally touring exhibition traces the development of a “psychedelic sensibility” in the art of the past 40 years. Organized by the San Antonio Museum of Art, *Psychedelic* showcases figurative and abstract works characterized by intense color and vivid imagery. The artists include such modern masters as Frank Stella, Deborah Remington, Robert Williams, Fred Tomaselli, Victor Vasarely and Ray Rapp.

Credits: This exhibition is organized by the San Antonio Museum of Art with generous support from SAMA Contemporaries, Jerry Gore, and the Toby Devan Lewis Philanthropic Fund of The Jewish Community Federation of Cleveland. In Rochester, it is made possible by Richard F. Brush, with additional support from the George D. and Freida B. Abraham Foundation, the Philipson Group, and ESL Federal Credit Union.

Special events: These include an Exhibition Party (October 16), concert by Big Brother & The Holding Company (October 17); two lectures (October 28 and December 9), a collectors’ Show and Tell (November 14), and an educators’ inservice (October 27). *For details, see attached.*

Cell phone tours: Use your cell phone to hear commentary by *Psychedelic* artists and curator David S. Rubin. Free but regular cell phone charges apply.

Hours: Wednesday–Sunday 11 am–5 pm and Thursday until 9 pm. Special holiday hours Tuesdays, December 21 and 28, 11 am–5 pm. Closed Mondays, all other Tuesdays, Thanksgiving Day, Christmas Day and New Year’s Day; closing at 3 pm on Christmas Eve and New Year’s Eve.

Admission: \$10; senior citizens, \$6; college students with ID and children 6–18, \$5. Always free to members, UR students, and children 5 and under. Half-price admission Thursdays from 5–9 is sponsored by ExxonMobil Chemical Company, Canandaigua National Bank & Trust, and Monroe County.

Press contacts: Larissa Masny, 585.276.8934 / lmasny@mag.rochester.edu
Patti Giordano, 585.276.8932 / pgiordano@mag.rochester.edu
<http://mag.rochester.edu>



September 30, 2010

NEW SHOW AT MAG EXPLORES PSYCHEDELIC ART SINCE THE 1960s Nationally Touring Exhibition Opens Here October 17



Erik Parker, *Space Chase*
(2006). Private collection,
Los Angeles, Courtesy
Honor Fraser Gallery.

ROCHESTER, NY — In 1956, a British psychiatrist coined the term “psychedelic” to refer to the hallucinogenic effects of certain therapeutic drugs. But it wasn’t until the mid-1960s that the term saw widespread use when Dr. Timothy Leary and other counter-culture figures encouraged people to “turn on, tune in and drop out,” often with the help of mind-altering substances.

From these controversial beginnings grew a new aesthetic marked by intense color, vivid imagery and kaleidoscopic space. No longer synonymous with drug use, “psychedelic art” had by the late 1960s become mainstream, a ubiquitous part of pop culture—from album covers to posters to fashion design to stage sets. Even today, 40 years after its heyday, its visionary use of color and form continues to resonate with artists.

A major touring exhibition opening October 17 at the Memorial Art Gallery surveys four decades of psychedelic art, from Op Art in the 1960s to the current explosion of dazzling abstraction. *Psychedelic: Optical and Visionary Art Since the 1960s* showcases 25 works—among them two room-size video installations and a number of large-scale paintings—by such modern masters as Frank Stella, Deborah Remington, Robert Williams, Fred Tomaselli, Victor Vasarely and Ray Rapp.

The exhibition is organized by the San Antonio Museum of Art with generous support from SAMA Contemporaries, Jerry Gore, and the Toby Devan Lewis Philanthropic Fund of The Jewish Community Federation of Cleveland. In Rochester, it is made possible by Richard F. Brush, with additional support from the George D. and Freida B. Abraham Foundation, the Philipson Group, and ESL Federal Credit Union.

Psychedelic: Optical and Visionary Art Since the 1960s remains on view through January 2, 2011.

Programs

These include an Exhibition Party (October 16), concert by Big Brother & The Holding Company (October 17); two lectures (October 28 and December 9), a collectors’ Show and Tell (November 14), and an educators’ inservice (October 27). *For details, see next page.*

Catalog

A fully-illustrated, 140-page hardcover catalog is available in the Gallery Store, \$29.95.

Itinerary

Psychedelic: Optical and Visionary Art Since the 1960s began its national tour at the San Antonio Museum of Art (March 13–August 1, 2010). From MAG, it travels to the Telfair Museum of Art in Savannah, GA (March 4–May 30, 2011).

Press contacts:

Larissa Masny, 585.276.8934 / lmasny@mag.rochester.edu
Patti Giordano, 585.276.8932 / pgiordano@mag.rochester.edu



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September 30, 2010

PROGRAMS AND EVENTS

Psychedelic: Optical and Visionary Art Since the 1960s

EXHIBITION PARTY

Saturday, October 16, 8–11 pm

Celebrate the opening of the exhibition by wearing your grooviest attire! Enjoy music from the 60s by ViewSport, the unique sounds of the *mbira*, psychedelic light show by Go Media & City Newspaper, The Rochester Knightingales go-go dancers, vintage autos from the Finger Lakes Region Volkswagen Club, signature cocktails by Hypnotiq, period furnishings by Metro Retro, screening of the 1969 film *Woodstock*, tarot card readings and henna tattoos. Food and drinks will be available for purchase from Max at the Gallery.

Tickets are free to MAG supporter members and above; \$10 for associate members; and \$25 for nonmembers and guests. *Reserve early as this party is sure to be a sellout!* To reserve, go to mag.rochester.edu (FREE member tickets only), stop by the MAG Admission Desk, or call 585.276.8939.

CONCERT

Sunday, October 17, 8 pm, M&T Bank Ballroom

\$40; \$30 in advance at MAG or [The Bop Shop](#) (Village Gate)

This concert by Janis Joplin's original band, **Big Brother & The Holding Company**, is presented in conjunction with *Psychedelic: Optical and Visionary Art Since the 1960s*. Ticket price includes admission to Psychedelic (open from 6–7:30 pm); complimentary vodka tasting from ZYR Vodka. [Max at the Gallery](#) will also serve dinner and offer a cash bar.

LECTURES

Thursday, October 28, 7 pm, Auditorium / included in Gallery admission

Victoria Pass gives an illustrated lecture on “Psychedelic Fashion: The Sixties and Beyond.” Pass trained as an art historian at Boston University (BA) and the School of the Art Institute of Chicago (MA). A doctoral candidate in Visual and Cultural Studies at the University of Rochester, she is currently completing her dissertation on the relationship between the fashion industry and the art world in the 1920s and 1930s. Two of Pass's short essays on *Sex and the City* have just been published in the book *September 11 in Popular Culture: A Guide*.

Thursday, December 9, 7 pm, Auditorium / included in Gallery admission

Writer Peter Connors speaks on his new book, *White Hand Society: The Psychedelic Partnership of Timothy Leary & Allen Ginsberg*. Followed by a book signing.

SHOW AND TELL: PSYCHEDELIC

Sunday, November 14, 2–3:30 pm, M&T Bank Ballroom / free

Bring in your own psychedelic artwork and collectibles to share and discuss (no appraisals). For information call 276-8968.

ESPECIALLY FOR EDUCATORS

*Wednesday, October 27, 4:30–7 pm / \$30**

Area educators are invited to explore the work in *Psychedelic*. Also join Nazareth’s Dr. Cathy Sweet for a hands-on workshop, “Using Math Tools to Make Art,” inspired by another current exhibition, *Episodes from an Unfinished History: Claude Bragdon and Fritz Trautmann*. (Art, 6-12)

Preregistration is required; contact Kerry Donovan, 585.276.8971 (kdonovan@mag.rochester.edu).

GUIDED EXHIBITION TOURS *included in Gallery admission*

Sunday, October 17 (opening day), 1, 2 & 3 pm

Fridays, October 22–December 31, 2 pm

Sundays, October 24–January 2, 1 pm

CELL PHONE TOUR

Use your cell phone to hear *Psychedelic* artists and curator David S. Rubin talk about the work. The tour is free but regular cell phone charges apply.

Underwritten by the John Steuart Curry Foundation.

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CHECKLIST
Psychedelic: Optical and Visionary Art Since the 1960s
October 17, 2010–January 2, 2011

Isaac Abrams <i>Cosmoerotica</i> 1968 Oil on canvas	Alex Grey <i>Journey of the Wounded Healer</i> 1984–85 Oil on linen	Sterling Ruby <i>Lamictal Club Mix</i> 2006 DVD; 59 seconds
Albert Alvarez <i>Karma and Death Pervade</i> <i>My Consciousness</i> 2006 Oil on canvas	Al Held <i>South of West I</i> 2002 Acrylic on canvas	David Shaw <i>Check</i> 2006 Steel, wood, holographic laminate, paint
Richard Anuszkiewicz <i>Celestial</i> 1966 Acrylic on canvas	Mark Hogensen <i>Loud Acreage</i> 1995 Acrylic on canvas	Frank Stella <i>Double Scramble</i> 1968 Fluorescent alkyd on canvas
Jeremy Blake <i>Reading Ossie Clark</i> 2003 DVD; 9 minutes	Constance Lowe <i>Orange Alert Afterglow</i> 2008 Oil and enamel on panel	Philip Taaffe <i>Trinity</i> 1985 Silkscreen collage on acrylic on paper on linen
Richie Budd <i>Bon Voyage Somnamulating De Pileon</i> 2008 Multi-sensory media	Erik Parker <i>Space Chase</i> 2006 Oil and acrylic on canvas	Fred Tomaselli <i>Ripple Trees</i> 1994 Assorted drugs, hemp leaves, saccharin, acrylic, resin on wood panel
George Cisneros <i>Cascades of Jubilation</i> 1978, revised 1986 Video viewing station, video feedback, Apple II and Amiga 500 effects on ¾-inch U-Matic tape	Ray Rapp <i>6 in a Row</i> 2006 Digital video installation	Victor Vasarely <i>Tekers-MC</i> 1981 Acrylic on canvas
James Cobb <i>Wheel of Delusion</i> 2005 Giclée print on paper	Deborah Remington <i>Omina</i> 1978 Oil on canvas	Michael Velliquette <i>Breakthrough</i> 2007 Cut card stock and glue on paper
Jack Goldstein <i>Untitled</i> 1987 Acrylic on canvas	Susie Rosmarin <i>Chartreuse Gingham Check #4</i> 2001 Acrylic on canvas	Robert Williams <i>Lord High Solver of Puzzledom</i> 1990 Oil on canvas
	Alex Rubio <i>Burro Land</i> 1997 Mixed media on paper	



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September 30, 2010

ALSO OPENING THIS SUMMER

Through December 12, 2010 in the Lockhart Gallery

Episodes from an Unwritten History: Claude Bragdon and Fritz Trautmann



This exhibition showcases Rochester artists and visionaries Claude Bragdon and Fritz Trautmann, whose shared ideas about cosmic forces in art and life fueled a steady friendship until Bragdon's death in 1946. While Bragdon—architect, author, and stage designer—has been the subject of books and exhibitions in recent years, this will be the first examination of Trautmann's contributions as a colorist, longtime teacher at MAG's Creative Workshop, and painter of *Galaxy*, a visitor favorite.

Presented in honor of Jean France, architectural historian.

COMING IN 2011

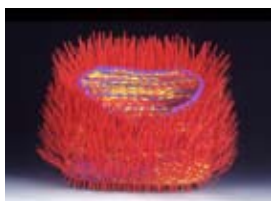


January 30–April 10, 2011 in the Grand Gallery (exhibition party January 29)

Wine and Spirit: Rituals, Remedies, and Revelry

Since its invention eight millennia ago, wine has been considered the elixir of the gods and the tonic of choice for ordinary mortals. This exhibition organized by the Mount Holyoke College Art Museum includes more than 100 objects that illustrate the transformative effects of wine—for better or for worse. The diverse works range from an ancient Greek vase to a 15th-century *Allegory of Intemperance* by Hieronymous Bosch to a painting by 20th-century master Pablo Picasso.

This exhibition is organized by the Mount Holyoke Art Museum. In Rochester, it is made possible in part by ESL Federal Credit Union.



May 1–July 3, 2011 in the Grand Gallery (exhibition party April 30)

Fiberart International 2010

Every three years, fiber artists from around the world submit their best recent work to Fiberart International, a juried exhibition organized by the Fiberarts Guild of Pittsburgh. In 2011, MAG will be one of only three tour stops for the prestigious show, which promises to bring together work rooted in ancient techniques and materials, non-traditional textiles made possible by technological advances, and art made from such unexpected materials as rubber bands and barbed wire.

This exhibition is made possible in part by ESL Federal Credit Union.

FROM TOP: Claude Bragdon, *Mathematical Abstraction No. 5 "Study in complementaries"* (ca. 1939-41). Gift of friends of the Gallery / Fritz Trautmann, *Galaxy* (1942). Marion Stratton Gould Fund. Greek (attributed to the Theseus Painter), *Black-figure Skyphos with Herakles, Athena, and Hermes* (ca. 550 BCE). Mount Holyoke College Art Museum. Emily Dvorin, *Magnificent Obsession*.