EXHIBITION FACT SHEET

Title: CRAFTING MODERNISM: MIDCENTURY MODERN ART AND DESIGN

When: February 26–May 20, 2012

Description: This survey of the studio craft movement during the years following the Second World War features the work of more than 170 artists and designers, among them such iconic figures as Harry Bertoia, Anni Albers, Isamu Noguchi, Wendell Castle, Albert Paley, Peter Voulkos, Harvey Littleton and Maria Martinez. Today, the work of these “midcentury modern” masters is highly sought by collectors.

Local connections: The importance of western New York in the history of the craft movement cannot be underestimated. Three institutions in particular are well represented in Crafting Modernism: RIT’s School for American Crafts, the New York State College of Ceramics at Alfred University, and Syracuse University.

Exhibition party: Saturday, February 25, 8–11 pm

Programs: These include two lectures (February 26 and April 19), a teachers’ inservice (February 29) and a scavenger hunt (March 8). The Gallery Store will also host a Ron Pearson Trunk Show (April 26–28).

Credit line: This exhibition is made possible through the generosity of the National Endowment for the Arts; the Henry Luce Foundation; and the Craft Research Fund of the Center for Craft, Creativity and Design. It was organized by the Museum of Arts and Design, New York City.

In Rochester, it is sponsored by Harter Secrest & Emery LLP, with additional support from the Mabel Fenner Lyon Fund, the Gallery Council of the Memorial Art Gallery, Ron and Cathy Paprocki, and Mann’s Jewelers. Support is also provided by the friends of Grant Holcomb in honor of his tenure as Director of the Memorial Art Gallery.

Hours: Wednesday–Sunday 11 am–5 pm and until 9 pm Thursday. Special school break hours 11 am–5 pm on Tuesday, April 10. Closed Mondays and all other Tuesdays.

Admission: $12; senior citizens, $8; college students with ID and children 6–18, $5. Always free to members, UR students, and children 5 and under. Half-price general admission Thursdays from 5–9 pm is made possible by ExxonMobil Chemical Company and Monroe County.

On the web: mag.rochester.edu

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CRAFTING MODERNISM OPENS FEBRUARY 26 AT MAG
Major Traveling Exhibition Surveys Midcentury American Art and Design

ROCHESTER, NY — The years following the Second World War saw an explosion of craft art in America. Men and women from all walks of life and corners of the globe rediscovered and reinvigorated such traditional media as ceramics, fiber, glass, metal and wood. In our own region, Rochester Institute of Technology and Alfred University became major creative centers.

A major traveling exhibition that surveys the studio craft movement opens February 26, 2012 at the Memorial Art Gallery and remains on view through May 10. Crafting Modernism: Midcentury American Art and Design includes works by more than 170 artists and designers, among them such masters as Harry Bertoia, Anni Albers, Isamu Noguchi, Wendell Castle, Albert Paley, Peter Voulkos, Harvey Littleton and Maria Martinez. Today, the work of these “midcentury modern” artists is highly sought by collectors. A complete list of artists is attached.

The exhibition, which spans the years from 1945 to 1969, begins with the early postwar era, when the independent craftsman lifestyle became a compelling alternative to the anonymity of the corporate world. It then moves on to the turbulent late 1950s and 1960s, which witnessed the emergence of the crafted object as a work of art informed by Abstract Expressionism, Pop Art, Funk, social commentary and counterculture.

Sponsors
Crafting Modernism is made possible through the generosity of the National Endowment for the Arts; the Henry Luce Foundation; and the Craft Research Fund of the Center for Craft, Creativity and Design. It was organized by the Museum of Arts and Design, New York City. Major support for the exhibition catalog has been provided by an anonymous donor.

In Rochester, the exhibition is sponsored by Harter Secrest & Emery LLP, with additional support from the Mabel Fenner Lyon Fund, the Gallery Council of the Memorial Art Gallery, Ron and Cathy Paprocki and Mann’s Jewelers. Support is also provided by the friends of Grant Holcomb in honor of his tenure as Director of the Memorial Art Gallery.

Crafting Modernism was organized by curator Jeannine Falino and associate curator Jennifer Scanlan of the Museum of Arts and Design, where the show opened in October 2011.

Western New York connections
The importance of western New York in the history of the craft movement cannot be underestimated. Three institutions in particular are well represented in Crafting Modernism: RIT’s School for American Crafts (SAC), the New York State College of Ceramics at Alfred University, and Syracuse University.

Artists with SAC connections include furniture maker and sculptor Wendell Castle, artist-in-residence and faculty member since the 1960s; metalsmith Albert Paley, who came to the school in 1968 and today holds more…
an endowed chair; metalsmith Hans Christensen, who taught 1954–83; Christensen students Vincent Ferrini, Ronald Senungetuk and Olaf Skoogfors; jeweler Ronald Hayes Pearson, who taught at the school and cofounded Shop One, the historic craftsman-run gallery which operated 1953–77; metalsmith John “Jack” Prip, another founder of Shop One; and Prip students Robert J. King, Lorna Pearson Watson and Ruth Radakovich. (Radakovich was further connected with the Memorial Art Gallery, where she taught at the Creative Workshop.) And two artists—Charles Laloma and Earl McCutchen—taught at SAC in 1947-48, when it was headquartered at Alfred University.

Other artists with Alfred connections include F. Carlton Ball, Fong Chow Ka-Kwong Hui, Joel Philip Myers, William Parry and Robert Chapman Turner.

Artists with Syracuse University connections include silversmith John C. Marshall; and jeweler and metalsmith Earl Pardon, who went on to chair the art department at Skidmore College.

Programs and events
These include an exhibition preview party (February 25), a lecture by exhibition curator Jeannine Falino with artist Wendell Castle (February 26); a teachers’ inservice (February 29); a scavenger hunt hosted by the MAG YPs (March 8); a lecture by Jean France on local midcentury landmarks (April 19); and a Ronald Hayes Pearson Trunk Show (April 26–28). See attached release.

Catalog
A fully illustrated, 368-page hardcover catalog of the exhibition is available in the Gallery Store ($65).

Hours and admission
Wednesday–Sunday 11 am–5 pm and until 9 pm Thursday. Special school break hours 11 am–5 pm on Tuesday, April 10. Closed Mondays and all other Tuesdays.

Admission is $12; senior citizens, $8; 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 pm is made possible by ExxonMobil Chemical Company and Monroe County.

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CRAFTING MODERNISM PROGRAMS AND EVENTS

PREVIEW PARTY
Saturday, February 25, 8–11 pm
$25 (MAG members at Supporter level and above, free)
Advance tickets required; call 585-276-8939 during business hours

The word from the bird is…put on your coolest threads and get ready for some radioactive fun, food and tunes! At our opening bash, Daddy-O invites you hang with us for some kicks. See the flick Rebel Without a Cause in the Auditorium, and we’ll lay out some sounds with the Metropolitan Stompers in the Ballroom and Zach and Lacey Lee in the Pavilion. Grab some food and drink for purchase from party sponsor Max at the Gallery (also serving dinner 5–9 pm).

LECTURES
Sunday, February 26 at 2 pm / included in Gallery admission
Jeannine Falino, curator at the Museum of Arts and Design in New York City and co-curator of Crafting Modernism, gives an overview of the exhibition. She’ll be joined by renowned furniture maker and sculptor Wendell Castle, whose iconic Music Rack (1964) is included in the show. Made possible by the MAG Education Fund. Included in Gallery admission.
Made possible by the MAG Endowment Fund.

Thursday, April 19 at 7 pm / included in Gallery admission
“Local Landmarks of Modernism.” Jean France, architectural historian and UR professor emeritus, speaks on three local midcentury residential landmarks. Her half-hour talk will be followed by “Living in a Landmark,” a presentation by Steven Plouffe, who lives in the 1957 Alcoa House.

ESPECIALLY FOR EDUCATORS
Wednesday, February 29, 4:30–7 pm / $30*
“What is Design?” Area art teachers are invited to explore Crafting Modernism, develop curriculum connections and design their own ultimate classroom chair.
*Registration and prepayment required; please contact Kerry Donovan at kdonovan@mag.rochester.edu or 585-276-8971.

MAG YP SCAVENGER HUNT
Thursday, March 8, 6–8 pm / $10 includes MAG admission, clue packet and glass of wine
Explore the exhibition Crafting Modernism! Your clue packet will guide you to objects or locations in the show, for the chance to win prizes. While at MAG, also purchase small plates at Max at the Gallery’s weekly Tapas Night.
Hosted by the Memorial Art Gallery Young Professionals.
RON PEARSON TRUNK SHOW
Thursday, April 26, 6–9 pm
Friday, April 27, 11 am–5 pm
Saturday, April 28, 11 am–5 pm
This Gallery Store trunk show features 14K gold and sterling silver jewelry from the design studio of the late Ronald Hayes Pearson, whose work is included in Crafting Modernism.

GUIDED EXHIBITION TOURS  (included in Gallery admission)
Sunday, February 26, 1 pm and 3 pm
Sundays, March 4–May 10, 1 pm
Fridays, March 2–May 8, 2 pm

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Crafting Modernism: Midcentury American Art and Design
February 26–May 10, 2012 at the Memorial Art Gallery

**ARTIST LIST**

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<td>Willis “Bing” Davis</td>
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Gertrud Natzler  
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Ernest Ziegfeld  

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