EXHIBITION FACT SHEET

Title: GEORGIA O’KEEFFE: COLOR AND CONSERVATION

When: October 1–December 31, 2006

Significance: Rochester’s Memorial Art Gallery is the last 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: Tuesday–Friday noon–5 pm and Thursday until 9 pm; Saturday and Sunday 10 am–5 pm. Closed Mondays. Special hours 12/23–31: Tuesday–Sunday 10 am–5 pm and Thursday until 9 pm. Closed Christmas Day.

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.

Tickets: Tickets will be available during museum hours at the Gallery’s Admission Desk (in person sales only). Tickets are also available online at ticketmaster.com or at Ticketmaster outlets including Macy’s/Kaufmann’s stores. To charge tickets by phone call 585-232-1900. To eliminate lines, all tickets are issued for a specific date and time. Advance tickets are strongly recommended.

Member tickets MAG members may receive free or discounted tickets, depending on membership level. To learn more, call 585-473-7720, ext. 3018. Please note that member discounts apply only to in-person sales at MAG.

Group sales: Group tours, day packages and meal packages are available Tuesday–Sunday during public hours. For information contact Donna DeFord, 585-473-7720, ext. 3058 (ddfedor@mag.rochester.edu).

September 1, 2006

Also on view this fall: My America: Art from the Jewish Museum Collection, 1900–1955 (Oct. 24–Dec. 24, 2006)
School tours: Available Tuesday–Friday, 10 am–noon, $5 per person. To schedule, contact Mary Ann Monley, (585) 473-7720, ext. 3070 (mmonley@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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MEMORIAL ART GALLERY TO HOST MAJOR O’KEEFFE EXHIBITION
Show Presented by M&T Bank to Open in Fall 2006

ROCHESTER, NY — Rochester’s art museum, the Memorial Art Gallery, will be one of only three national venues for a major exhibition of works by American master Georgia O’Keeffe, director Grant Holcomb announced today. Georgia O’Keeffe: Color and Conservation will open at the Gallery October 1, 2006 and remain on view through December 31.

Organized by the Mississippi Museum of Art, Jackson, the exhibition brings together 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.

It’s the first O’Keeffe exhibition ever in Rochester, where it will also include photographs of O’Keeffe on loan from George Eastman House International Museum of Photography and Film. It’s also the first exhibition ever to focus on O’Keeffe’s painstaking choice of color, her studio methods and her involvement in conservation issues.

“Georgia O’Keeffe is one of the iconic figures in the history of American art, and this particular exhibition reflects the depth and breadth of her career,” says director Grant Holcomb. “The variety of subject matter, the artist’s probing of the intricacies of color and her pioneering interest in art conservation will combine to make the exhibition unique, significant and enjoyable to our visitors.”

Bringing the show to Rochester
Georgia O’Keeffe: Color and Conservation 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 Rochester Democrat and Chronicle. Additional support is provided by New York State Assemblyman Joseph D. Morelle and New York State Senator Joseph E. Robach.

“Georgia O’Keeffe is one of the premier names in American art, and M&T Bank is thrilled to work with the Memorial Art Gallery to bring this exhibition to Rochester,” says Dan Burns, M&T Bank regional president. “Our community is blessed with some great cultural institutions, and bringing in an exhibit with this kind of drawing power gives us a chance to showcase both the Gallery and the city of Rochester.”

September 1, 2006

Color and conservation
For seven decades, Georgia O’Keeffe (1887–1986) was a major figure in American art. Remarkably, she remained independent from shifting art trends and stayed true to her own vision, which was based on finding the essential, abstract forms in the world around her. With exceptionally keen powers of observation and great finesse with a paintbrush, she recorded subtle nuances of color, shape, and light that enlivened her paintings and attracted a wide audience. Her primary subjects were landscapes, flowers and bones, explored in series over several years and even decades. The images were drawn from her life experience and related either generally or specifically to places where she lived.

O’Keeffe’s work was shown for the first time in 1916 at Alfred Stieglitz’s famous 291 Gallery in New York City. Since then, there have been frequent exhibitions worldwide of her art. This exhibition, conceptualized by O’Keeffe scholar Sarah Whitaker Peters and co-curated by René Paul Barilleaux, former deputy director of the Mississippi Museum of Art, focuses on conservation issues surrounding the artist’s painting. The pictures demonstrate O’Keeffe’s pristine methods and the painstaking conservation necessary to preserve the character, subtlety and beauty of her original colors. It is an area never before explored.

O’Keeffe was keenly interested in how her works looked throughout her life and was devoted to maintaining her original pictorial intentions. By the mid-1940s, working closely with the distinguished conservator Caroline Keck, she had become actively engaged in attempting to preserve the original colors and pristine surface qualities of her paintings.

O’Keeffe loved the very substance of color. She used the finest paint materials available, and sometimes ground her own pigments to attain greater translucency in her oils. She is also known to have made a number of her own pastel sticks. The pastels’ extensive range in hue and value was a major and continuing influence on her oils.

Hours and admission
Ticket prices, ticketing procedures and extended exhibition hours are detailed on the attached fact sheet.

Organizer
*Georgia O’Keeffe: Color and Conservation* was organized by the Mississippi Museum of Art, Jackson, and presented as part of the Annie Laurie Swaim Hearin Memorial Exhibition Series.

Rochester sponsors
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National tour
The Memorial Art Gallery is one of only three museums nationwide on the exhibition’s national tour. It premiered at the Mississippi Museum of Art in Jackson (spring 2006), and traveled next (summer 2006) to the Georgia O’Keeffe Museum in Santa Fe, NM.

Exhibition catalog
Georgia O’Keeffe’s surprisingly traditional craftsmanship was kept secret from the world as long as she lived. But her perfectionist labors—and her constant, painstaking experiments to better her craft—are specifically documented more…
in the 1947–1981 correspondence with her conservator Caroline Keck. The exhibition catalog includes selections from this correspondence, reproduced for the first time by permission of the Georgia O’Keeffe Foundation and annotated by Sarah Whitaker Peters. These fascinating letters contain much new information about the way O’Keeffe thought and worked as an early American modernist. The book also contains three essays and full-color reproductions of all the artworks appearing in the exhibition. $34.95 at the Gallery Store.

About the curators
Sarah Whitaker Peters, who earned her master’s in art history from Columbia University and her doctorate from the City University of New York Graduate Center, lives in New York and Jackson Hole, Wyoming. She has contributed essays on O’Keeffe to several journals and books, including Women Artists 1550–1950, by Linda Nochlin and Ann Sutherland Harris, and most recently, to Portraits of American Women. Peters has also taught art history at the University of Long Island (C. W. Post College). She will give an illustrated lecture at MAG on Sunday, October 1. For details on this lecture and other public programs, see attached release.

René Paul Barilleaux is former deputy director for programs at the Mississippi Museum of Art. From 1993 through 2001 he was the Museum’s chief curator. Barilleaux received a Bachelor of Fine Arts from the University of Southwestern Louisiana, and a Master of Fine Arts from Pratt Institute. Since the early 1980s, he has organized numerous exhibitions of modern and contemporary art and alternative media, including Passionate Observer: Photographs by Eudora Welty, which was shown in fall 2003 at the National Museum of Women in the Arts, Washington, DC.

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LECTURES
Sarah Whitaker Peters
Sunday, October 1, 2 pm
Free with Gallery admission

A nationally-known authority on O’Keeffe, Peters is co-author of the catalog for *Color and Conservation* and co-curator of the exhibition. She is also author of *Becoming O’Keeffe: The Early Years* and has contributed essays on the artist to journals and books including *Women Artists 1550–1950* and *Portraits of American Women*. In her lecture titled “Drawing, Color and Photography,” she’ll examine O’Keeffe’s highly original use of multiple sources and her 35-year collaboration with gifted conservator Caroline Keck.

Judith C. Walsh and Dale Paul Kronkright
Thursday, November 2, 7 pm
Free with Gallery admission

“Two Conservators Look at the Work of Georgia O’Keeffe.” Hear a joint lecture by Judith C. Walsh, associate professor in paper conservation, Buffalo State College and Dale Paul Kronkright, conservator at the Georgia O’Keeffe Museum and visiting professor at Buffalo State. Both contributed essays to the catalog for *Color and Conservation*.

INSERVICE
Especially for Educators
Wednesday, Oct. 11, 4:30–7 pm / $30

Join Gallery educators for exhibition tours, slide presentations, refreshments and classroom materials.

To register, contact Mary Mathews, 473-7720, ext. 3027 (mmathews@mag.rochester.edu).

MEMBER EVENTS

The Gallery is planning a series of members-only exhibition parties with live music and entertainment. For membership information call 585-473-7720, ext. 3018 or visit mag.rochester.edu/join/membership.

more…
O'K TO PLAY! DROP-IN SESSIONS
Thursdays, 3–6 pm, October 12–December 14 (no session November 23)
Free admission, but all sessions are first come, first served

After you’ve been inspired by the Georgia O’Keeffe exhibition, stop by the Gallery’ Creative Workshop for some hands-on fun. You’ll have a chance to explore color, line and form with paint or pastels and develop your ideas with a little help from an artist/instructor form the Workshop. For all ages.

ART CLASSES
At the Gallery’s Creative Workshop, adults can take one or both installments of “Georgia on my Mind,” a Thursday morning class that explores drawing (October); and painting (November). And teens will enjoy “Painterly Photos and Photographic Paintings,” a hands-on class painting and photography class inspired by O’Keeffe’s work and that of her husband, Alfred Stieglitz. It meets Saturday mornings or afternoons throughout the fall.

To learn more about these and other art and art history classes, call 585-473-7720, ext. 3056, or visit mag.rochester.edu (click on “Creative Workshop”).

COMMUNITY CONNECTIONS
Watch for updates on this and other programs and events at mag.rochester.edu:

Writers Respond to O’Keeffe
Sunday, December 10, 2 pm
Hear Rochester authors read poetry and prose composed specially for the exhibition.

Presented in collaboration with Writers & Books.
Georgia O’Keeffe: Color and Conservation

Checklist (Box Denotes Image Available for Download)

Cup of Silver Ginger, 1939
Oil on canvas
Baltimore Museum of Art, MD
Gift of Cary Ross
© Georgia O’Keeffe Museum

Dark Iris, 1927
Oil on canvas
Colorado Springs Fine Arts Center, Taylor Museum
Anonymous gift
© Georgia O’Keeffe Museum

Flagpole, 1925
Oil on canvas
Georgia O’Keeffe Museum, Santa Fe, NM
Gift of The Burnett Foundation and an anonymous donor
© Georgia O’Keeffe Museum

Green Lines and Pink, 1919
Oil on canvas
Georgia O’Keeffe Museum, Santa Fe, NM
Gift of The Burnett Foundation and The Georgia O’Keeffe Foundation
© Georgia O’Keeffe Museum

In the Patio VIII, 1950
Oil on canvas
Georgia O’Keeffe Museum, Santa Fe, NM
Gift of The Burnett Foundation and The Georgia O’Keeffe Foundation
© Georgia O’Keeffe Museum

Jawbone and Fungus, 1931
Oil on canvas
Memorial Art Gallery of the University of Rochester
Marion Stratton Gould Fund
© Georgia O’Keeffe Museum

Lake George, Coat and Red, 1919
Oil on canvas
The Museum of Modern Art, New York
Gift of The Georgia O’Keeffe Foundation
© The Museum of Modern Art

Leaves, 1923
Oil on canvas mounted on board
Newark Museum, NJ
Bequest of Cora Louise Hartshorn
© Georgia O’Keeffe Museum

Machu Pichu I, 1957
Oil on canvas
Georgia O’Keeffe Museum, Santa Fe, NM
Gift of The Georgia O’Keeffe Foundation
© Georgia O’Keeffe Museum

New York—Night, 1926
Oil on canvas
Museum of Fine Arts, St. Petersburg, FL
Gift of Charles and Margaret Stevenson Henderson, in memory of Hunt Henderson
© Georgia O’Keeffe Museum

Over Blue, 1918
Pastel on paper
Memorial Art Gallery of the University of Rochester
Bequest of Anne Whitman
© Georgia O’Keeffe Museum

Pelvis IV, 1944
Oil on Masonite
Georgia O’Keeffe Museum, Santa Fe, NM
Gift of The Burnett Foundation
© Private Collector

Red Landscape, 1916–17
Oil on board
Panhandle-Plains Historical Museum, Canyon, TX
Gift of The Georgia O’Keeffe Foundation
© Panhandle-Plains Historical Museum

Series I—No. 1, 1918
Oil on canvas
Amon Carter Museum, Fort Worth, TX
Purchase with assistance from the Anne Burnett Tandy Accessions Fund
© Georgia O’Keeffe Museum

more…
Shell and Old Shingle IV, 1926
Oil on board
Museum of Fine Arts, Boston
Alfred Stieglitz Collection, bequest of Georgia O’Keeffe
© Museum of Fine Arts, Boston

The Old Maple, Lake George, 1926
Oil on canvas
Mississippi Museum of Art, Jackson, MS
Purchase with funds from the Mississippi Arts Commission and Operation Snowball
© Georgia O’Keeffe Museum

Untitled (Abstraction), 1918
Oil on canvas board
The University of Mississippi
Gift of Seymour Lawrence
© Georgia O’Keeffe Museum

Untitled (Claudia O’Keeffe), 1907–08
Oil on canvas
Museum of Fine Arts, Museum of NM, Santa Fe, Department of Cultural Affairs
Bequest of Claudia O’Keeffe, Museum of New Mexico Foundation
© Georgia O’Keeffe Museum

Waterfall, No. 1, ’Iao Valley, Maui, 1939
Oil on canvas
Memphis Brooks Museum of Art, TN
Gift of Art Today
© Georgia O’Keeffe Museum

Winter Road I, 1963
Oil on canvas
National Gallery of Art, Washington, D.C.
Gift of the Georgia O’Keeffe Foundation
© National Gallery of Art

**PHOTOGRAPH BY YOUSUF KARSH (CANADIAN, B. ARMENIA, 1908–2002)**

Georgia O’Keeffe, 1956
Gelatin silver print
Collection of Mississippi Museum of Art, Jackson
Gift of Mississippi Chemical Corporation

**PHOTOGRAPHS BY ALFRED STIEGLITZ (AMERICAN, 1864–1946) (MAG VENUE ONLY)**

All works courtesy George Eastman House

Georgia O’Keeffe, 1918
Palladium print

Georgia O’Keeffe (hand), 1918
Gelatin silver print

Georgia O’Keeffe (hands), 1918
Palladium print

**Georgia O’Keeffe with Watercolor Paint Box, 1918**
Gelatin silver print

Georgia O’Keeffe, 1920
Gelatin silver print

Georgia O’Keeffe and Donald Davidson, Pruning a Tree, Lake George. 1920
Gelatin silver print

Georgia O’Keeffe, 1923
Gelatin silver print

Georgia O’Keeffe (hands with animal skull), 1930
Gelatin silver print

**Georgia O’Keeffe in Front of One of Her Paintings (After a Walk Back of Mabel’s), 1930**
Gelatin silver print

**PHOTOGRAPHS BY TODD WEBB (AMERICAN, 1905–2000)**

All works ©Todd Webb, courtesy Todd Webb Trust and Evans Gallery, Portland, ME

Cow Skull, Ghost Ranch, NM, 1957
Gelatin silver print

Georgia O’Keeffe and Eastborn Smith in Twilight Canyon, Lake Powell, NM, 1964
Gelatin silver print

**Georgia O’Keeffe Making a Stew, Ghost Ranch, 1961**
Gelatin silver print

**Georgia O’Keeffe on Patio, Abiquiu House, 1963**
Gelatin silver print

**Georgia O’Keeffe on the Portal, Ghost Ranch, NM, 1963**
Gelatin silver print

**Georgia O’Keeffe Reading a Letter at Tag Ranch, 1961**
Gelatin silver print

**Georgia O’Keeffe Sketching in Glen Canyon, 1961**
Gelatin silver print

**Georgia O’Keeffe Studio at The Ghost Ranch House, 1962**
Gelatin silver print

**Georgia O’Keeffe Walking at Black Place, 1963**
Gelatin silver print

**Georgia O’Keeffe’s Studio, Abiquiu House, NM, 1963**
Gelatin silver print

**Ladder and Adobe Wall, O’Keeffe Abiquiu House, 1957**
Gelatin silver print

**Patio Door, Abiquiu House, 1963**
Gelatin silver print
Georgia O’Keeffe was born November 15, 1887, near Sun Prairie, WI. From an early age she showed an interest in art. Self-taught first at her parents’ dairy farm home, she later took art lessons from a local watercolorist. In 1902 the O’Keeffe family moved to Williamsburg, VA. Georgia O’Keeffe continued her artistic pursuits there as a high school student. In the fall of 1905 she entered The School of the Art Institute of Chicago for a year, and from 1907 to 1908 she attended classes at The Art Students League in New York, studying with the painter William Merritt Chase. In June of 1908 she won the League’s William Merritt Chase still-life prize for her oil painting *Untitled (Dead Rabbit with Copper Pot)*, which allowed her to attend the Outdoor School at Lake George, NY that summer.

After a four-year span of teaching at various institutions, O’Keeffe attended a class for art teachers at the University of Virginia, Charlottesville in the summer of 1912. Her instructor, Alon Bement, introduced her to the teachings of his mentor, the innovative artist and art educator Arthur Wesley Dow (1857–1922). Dow believed in the Japanese system of light and dark, or notan, and that the goal of an artist was self-expression through the harmonious arrangement of light and color. Bement’s instruction coupled with Dow’s philosophy revolutionized O’Keeffe’s thinking about art and subsequently her own artwork.

In 1915 O’Keeffe sent a series of abstract charcoal drawings to her friend Anita Pollitzer, who showed the works to Alfred Stieglitz, an influential photographer and gallery owner living in New York City. These drawings, probably inspired by the Art Nouveau she saw in Chicago, marked the beginnings of the style for which O’Keeffe came to be known—images of flowers, animal bones, and landscapes that emphasized tone and contour.

Stieglitz began showing O’Keeffe’s work in 1916, with the first installation featuring the group of abstract charcoal drawings once sent to Anita Pollitzer. O’Keeffe and Stieglitz creatively influenced each other’s mediums of painting and photography, and they married in 1924. O’Keeffe painted, often during solitary trips to New Mexico, while almost every year Stieglitz organized exhibitions for her at his gallery An American Place in New York. They lived alternately in Manhattan and Lake George, but three years after her husband died in 1946, O’Keeffe moved permanently to Abiquiu, NM.

O’Keeffe continued to experiment with her painting and for a time traveled the world. She opened several retrospectives of her work throughout the United States and in 1962 she was admitted to the American Academy of Arts and Letters. The artist, whose eyesight had deteriorated, made her last unassisted painting in 1972. On March 6, 1986, Georgia O’Keeffe died, leaving a singular legacy in American art.