YOU ARE MAGNIFICENT
Enriching the lives of Rochester’s schoolchildren is at the heart of our mission. We host more than 7,000 K-12 students in our galleries each year. With your support on May 30, we’ll be ready to welcome these students back with fun and engaging tours and activities.

We hope you’ll join us virtually on May 30!

To stay up-to-date on this event, go to:

mag.rochester.edu/artists-affair

#artistsaffair

To join us or for more information about this event, reach out to Bella Clemente.

Office: 585.276.8942 | Email: bclemente@mag.rochester.edu
To our dear members:
You are a vital part of the Memorial Art Gallery. As a member, you are the heart of our MAG community, and we treasure the opportunity to share with you art, creativity, and innovation.

As always, we are so grateful for your support of MAG through your membership. We will be extending current, new, and renewing MAG memberships to reflect the length of museum closure, ensuring that you still enjoy 12 full months of benefits. For more information, please visit the COVID-19 page on our website.

While MAG is closed, our ongoing operations continue—including preparations for upcoming exhibitions, outreach to families and educators, and art research and conservation. Members and memberships provide essential support as we contend with the impact of museum closure.

Some members have asked how they can help – I wanted to share four easy ways to stay engaged and show support for MAG in these difficult times:

1. Follow, like, and share our posts on social media – help us spread the word!
2. Consider gifting a membership to a loved one – visit mag.rochester.edu/join
3. Contribute to our annual fund, providing critical support for MAG
4. Share with us why you love being a MAG member!

If you have any questions, please reach out to me at memberperks@mag.rochester.edu or 585-276-8939. I am always happy to hear from you! All of us at MAG hope this message finds you well, and that MAG continues to be a source of inspiration for you and yours.

We look forward to welcoming you back to our galleries soon!

Siobhan McLaughlin
Memberships & Annual Giving

COVER IMAGE: COURTESY OF J. ADAM FENSTER, UNIVERSITY OF ROCHESTER.
On Monday, March 16th, only days after MAG closed to the public because of COVID-19 and only days before all non-essential staff would be required to work from home, our curatorial and facilities teams installed Cloud Prototype No. 2 by the Chicago-based artist Iñigo Manglano-Ovalle. The plan to mount the work was set forth back in summer 2018, when philanthropists and art patrons Pamela and Bob Goergen—Bob is also former Chairman of the Board of Trustees of the University of Rochester—pledged the sculpture as a generous gift to MAG. Specialized—and very difficult to schedule because they are in such demand—art handlers were secured to truck the work from Connecticut, install after arrival in Rochester, and then return east, to New Jersey. The moment of installation was a highly coordinated affair, and it had been on the books for months. You can imagine how grateful and relieved the team was when we successfully suspended Cloud Prototype No. 2 from the still-gleaming-like-new skylight latticework of our Vanden Brul Pavilion.

The striking titanium leaf-clad Cloud Prototype No. 2 derives from a digital rendering of an actual cumulonimbus formation, a type of storm cloud. On the one hand it brims with ominous portent; on the other, it is spellbindingly beautiful. It is as much a symbol of everything we cannot control—from the forces of nature to, in its evocation of neural gray matter, the workings of our own minds—as it is of those powers we can control, like thermonuclear explosions and their resulting mushroom clouds.

And there are many other references to draw. In 2003, when the MacArthur Fellowship winning-artist premiered his “Cloud Prototype” series, New York Times art critic Ken Johnson called the example on view at Max Protetch Gallery “possibly the most beautiful object to be found in a contemporary art gallery in New York right now.” In 2003 the architectural style of the celebrated Frank Gehry was in full bloom. Many immediately made the connection between Manglano-Ovalle’s clouds and the starchitect’s wavy titanium-paneled buildings, which were being unveiled that year in multiple locations, at Case Western Reserve, Bard College, and in Los Angeles with the new Walt Disney Concert Hall. (The iconic example of this Gehry style is, of course, the Guggenheim Museum in Bilbao, which opened in 1997.) Manglano-Ovalle’s clouds are a corollary to Gehry’s architecture, in that they not only deliver on the promise of technology, but also critique that
promise, couching humankind’s continuing advances in the context of a world that is nonetheless always out of our control.

As we look for a silver lining in this unsettling time, know that a deeper understanding is always on offer through the contemplation of art, in all of its beauty and grotesquerie, its intelligence and, dare I say, ineptitude. Art embraces the struggle, sometimes successfully, sometimes not so much, to make sense of ourselves and the world around us. The point is that we try. Artists as visionaries, innovators, and makers; and, for those of us who do not make, we are nonetheless essential to realizing the potential of art, in our efforts to look, listen, and otherwise absorb the expressions of others.

Even in these uncertain times, MAG remains dedicated to stewarding the most important expressions of humankind’s greatest aspirations of permanence and relevance. Look for us on social media during this period of self-isolation and quarantine. Stay engaged. We are still working hard to be the center of the conversation on art and creativity in Rochester. By continuing to share our experiences of art, art will continue to connect us. And as soon as it is safe to do so, we will warmly welcome you back to MAG and to our Vanden Brul Pavilion, where we can experience the real things, the art and each other, together.
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Statue of Venus Obliterated by Infinity Nets, is a favorite in the MAG collection, and a piece by artist ____________.

A) Andros of Antioch on the Maeander.
B) Albert Paley.
C) Yayoi Kusama.
D) Nam June Paik.

Poets Walk runs along University Avenue between North Goodman and North Prince street. It honors poets, past and present as _______________.

A) artists of the written word.
B) Nobel Prize winners.
C) University of Rochester faculty.
D) Rochester’s most renowned citizens.

Opened in 2017, the Media Arts Watch Gallery has become a mainstay at MAG to highlight ______ as an artform.

A) The Garbage Plate
B) Don Alhardt
C) 24-hour Cable News
D) the moving image

ENJOY SOME MAG TRIVIA!

FOR MORE, CHECK OUR INSTAGRAM STORIES, DAILY! 📸

ANSWERS: A) artists of the written word, C) Yayoi Kusama, D) the moving image
FOLLOW US ON SOCIAL MEDIA FOR ALL THE BEST MUSEUM CONTENT INCLUDING:

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MISSING YOUR CREATIVE WORKSHOP CLASSES?

SO ARE WE. PLEASE ENJOY THIS STILL LIFE COLORING PAGE, FROM OUR FRIEND HEATHER SWENSON (HEATHERSWENSON.COM) AND SHARE WITH MAG, WITH THE #MAGatHOME TO HAVE YOUR ARTWORK FEATURED ON OUR SOCIAL MEDIA CHANNELS!
CREATE YOUR OWN ART!
TELL US WHAT YOU LOVE ABOUT MAG AND DRAW YOUR FAVORITE MAG MEMORIES!
THE BEST ONES WILL BE FEATURED ON OUR SOCIAL MEDIA CHANNELS!

I LOVE MAG BECAUSE... 

__________________________________________

__________________________________________

__________________________________________

FOLLOW US FOR ALL OF YOUR UP-TO-DATE INFORMATION, INSPIRATION AND SO MUCH MORE.

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THANK YOU FOR YOUR CONTINUED SUPPORT
MEMBERS ARE THE HEART OF

Generous support for this project provided by Art Bridges

IMAGE COURTESY OF J. ADAM FENSTER, UNIVERSITY OF ROCHESTER, TOM OTTERNESS, CREATION MYTH, (DETAIL) 2011-12.