

## Memorial Art Gallery to Present SEASON OF WARHOL

*The most exciting and exhaustive presentation of art by Andy Warhol ever presented in Rochester*



ROCHESTER, NY, October 1, 2020—The Memorial Art Gallery is pleased to announce the presentation of *Season of Warhol* for the 2020–21 holiday season. Three simultaneous exhibitions will feature the works of celebrated American artist, film director, producer, and publisher Andy Warhol. *Season of Warhol* will take place at MAG from October 25, 2020 through March 28, 2021.

Warhol may be the most influential and important artist of the 20th century. According to Jonathan Binstock, MAG’s Mary W. and Donald R. Clark Director, “Warhol was timely, prescient, and timeless. Through his ceaseless attention to documenting the moment—by means of the camera that constantly hung around his neck, the tape recorder that he always had in his pocket, and his outrageous productivity—Warhol achieved an evergreen relevance.” Binstock continued, “Here we are in the era of Instagram, TikTok, and “fake news,” and I cannot think of anyone one who would have felt more comfortable with these circumstances. After all, he predicted them.” Warhol admired celebrity, professed cynicism, and imagined a world where people reported on in the news owned the news because it is *their* news [See *The Philosophy of Andy Warhol (From A to B and Back Again)*]. Every generation has found in Warhol a way to further understanding of their own. *Season of Warhol* will be Rochester’s grandest opportunity to consider the breadth of the artist’s career.

MAG has organized the following three installations for *Season of Warhol*:

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## Silver Clouds



Left: Andy Warhol Blows Up Silver Cloud (Photo by Steve Schapiro/Corbis via Getty Images)

Right: Andy Warhol with Silver Clouds Installation at the Castelli Gallery (Photo by Steve Schapiro/Corbis via Getty Images)

Warhol first exhibited his helium- and air-filled, pillow-shaped balloons called *Silver Clouds* at the Leo Castelli Gallery, New York City, in 1966. He had recently announced his retirement from painting in order to focus on filmmaking—he never did stop painting—and worked with Billy Klüver, an electrical engineer at Bell Labs, to create the floating metalized polyester-film forms. Warhol is often quoted as saying, “I thought that the way to finish off painting for me would be to have a painting that floats, so I invented the floating silver rectangles that you fill up with helium and let out of your windows.” In a token effort to declare the end of painting, Warhol created a pioneering interactive art installation that has engaged and delighted participants of all ages ever since.

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## *Warhol TV*



Still from Warhol TV promotional campaign

For Warhol, television was a way to make anyone famous, and he often used informal real-time footage, a prescient version of today's "reality TV," to highlight both trivial and glamorous subjects. This exhibition in MAG's Media Arts Watch gallery will showcase three of Warhol's TV series as well as some of his live TV appearances, video clips, and advertisements. More recent material drawn from YouTube explores how his tabloid television anticipated contemporary modes of mass media production. True to the original medium, and in honor of Warhol's visionary obsession with popular culture, *Warhol TV* will be presented via cathode-ray tube inside a living room-like space complete with a TV guide.

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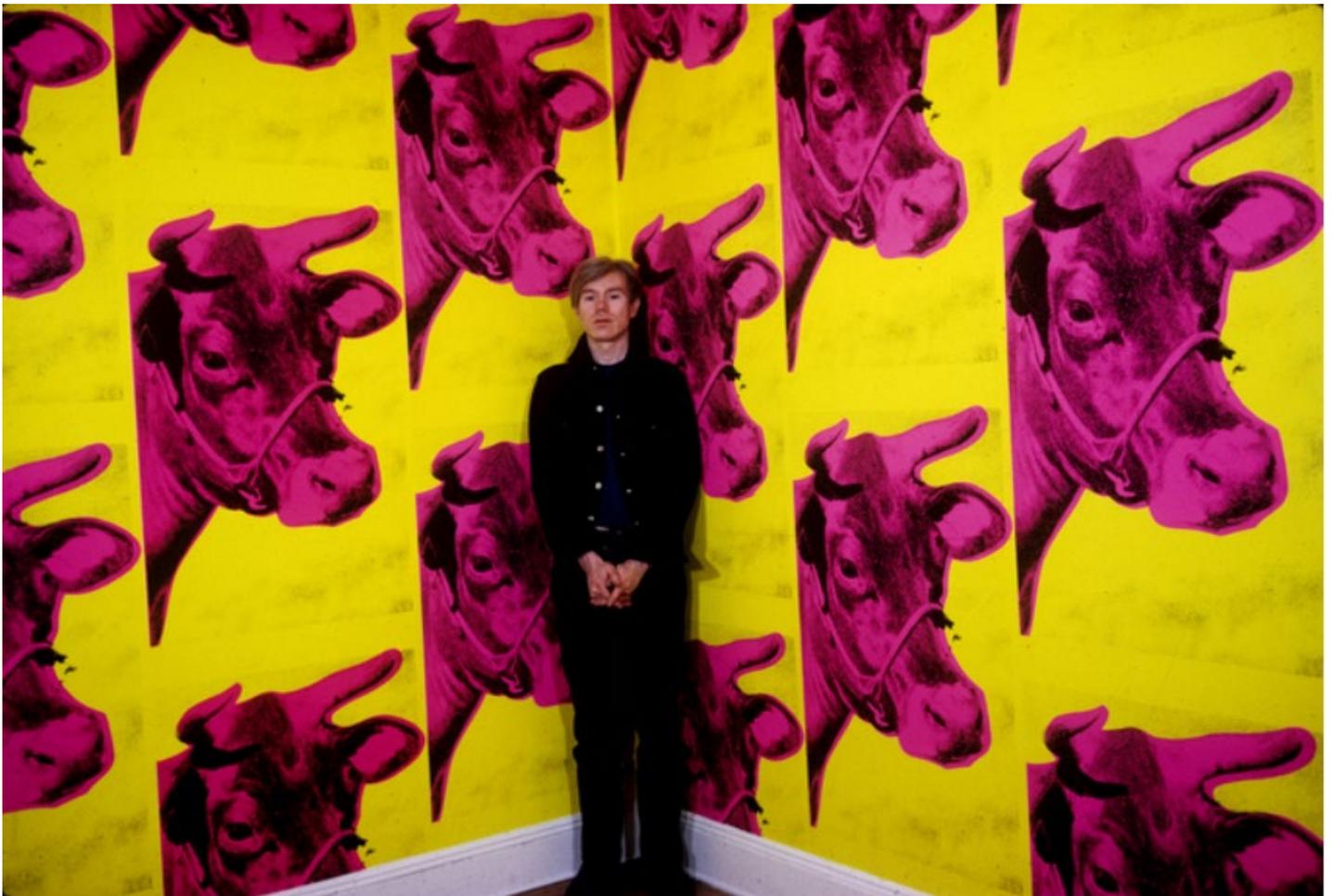


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## Cow Wallpaper



Andy Warhol with Cow Wallpaper (Photo by Steve Schapiro/Corbis via Getty Images)

Warhol was a pioneer of installation art. The same year that he created *Silver Clouds*, he produced *Cow Wallpaper*, which has since covered the walls of Warhol exhibitions across the world. Arrayed in vertical strands, Warhol's pink cows recall strips of contemporary photo booth portraits, which typically came stacked in groups of four. The reference, now historical, also relates to motion-picture film and the film-strip format. Photography underpins all of Warhol's art.

At MAG, the north wall of the Vanden Brul Pavilion will showcase Warhol's signature fluorescent pink cows on a bright yellow ground. This contribution to art history's pastoral tradition provides an appropriately ironic context for the complete portfolio of the artist's eerie *Electric Chair* prints of 1971, which will be hung on the wallpaper. Why juxtapose images in assorted colors of the Sing Sing Correctional Facility's electric chair, which was the last to execute a person in New York State, with the garish *Cow Wallpaper*? Combining the banal with a most serious subject matter, in this case an image of death and capital punishment, bespeaks the essence of Warhol's intellectual project. Beneath the colorful, appealing, fun surfaces of the artist's whimsical imagery lies a darker and oftentimes more critical story of American culture.

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The exhibition is also made possible by the Robert L. and Mary L. Sproull Fund, the Margaret Davis Friedlich and Alan and Sylvia Davis Memorial Fund, the Nancy R. Turner Fund for Special Exhibitions, the Dr. and Mrs. James H. Lockhart, Jr. Fund, and the Kayser Fund.



## About Andy Warhol

Andy Warhol (1928–1987) is among the most recognizable and influential artists of all time. For all of his much-discussed dispassion and irony, he had an uncanny sense of the power and influence of American and popular culture, both in its superficial and more profound forms.

## About The Memorial Art Gallery

The Memorial Art Gallery showcases visual art from antiquity to the present day, including the outdoor public Centennial Sculpture Park. In addition to its permanent collection, MAG offers a year-round schedule of special exhibitions, lectures, concerts, tours, after-hours social events, and family activities.

Hours: Wednesday–Sunday 11 am to 5 pm, and until 9 pm on Thursdays and select Fridays. Closed Mondays and Tuesdays.

Admission: \$20; senior citizens, \$17; college students with ID and children 6–18, \$11. Members, University of Rochester faculty/staff and students, and children 5 and under are free. Half-price general admission Thursdays from 5–9 pm is made possible in part by Monroe County. For more information, call 585.276.8900 or visit [mag.rochester.edu](http://mag.rochester.edu).

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