

FRIENDS OF THE INSTITUTE

OCTOBER 2011

**LECTURE
 BOOKMARKS
 ARE HERE!**

Your 2011-2012 Friends Lecture Schedule bookmark is enclosed. Luncheons follow the December, February, and May lectures.

THURSDAY, OCTOBER 13 - PILLSBURY AUDITORIUM, 11 A.M. - DAVID GARRARD LOWE
The Mary and Mark Fiterman Lecture Series

The Glamour of Art Deco New York



David Garrard Lowe

Travel with David Garrard Lowe on a historically rich and visually spectacular journey through New York during the transformational decades between the two world wars, when Art Deco influenced not only architectural styles, but also fashion and furniture, textiles and graphics, the design of trains and automobiles, and even the look of film and stage sets. Lowe will walk us through the machine-tooled elegance and the sumptuous look of this movement in art, as he shows us New York icons such as Rockefeller Center and the New School for Social Research. Beyond the tour, he will give us a wise and witty look at the social and political forces that made Art Deco a symbol of modernity for a generation of New Yorkers.

Lowe is president of the Beaux Arts Alliance in New York City, a not-for-profit organization founded to celebrate the many cultural links between the United States and France, where the Art Deco style originated in Paris in the 1920s. Among the organization's varied interests is the connection between French and American architecture in the years between the 1880s and the First World War when Paris's Ecole des Beaux-Arts was the center for aspiring American designers.

A highly regarded historian and author, Lowe has published a number of books including *Lost Chicago*, *Beaux Arts New York*, *Art Deco New York*, *Chicago Interiors* and *Stanford White's New York*, which Jacqueline Kennedy Onassis, its first editor, called her favorite book. His articles on architectural and social history have appeared in *The New York Times*, *The Wall Street Journal*, and *American Heritage*, among many others.

Start looking for all the examples of Art Deco around us, and don't miss this opportunity to meet a prominent scholar and popular lecturer whose presentations are always standing-room-only throughout the United States and Europe.

A coffee reception sponsored by the Rochester Friends of the Institute will precede the lecture at 10:15 a.m. in the Fountain Court.

October 13 Member Tours

Please join us for one of two docent-led tours planned exclusively for Friends members: "The Art of the Building: An Architectural History of the MIA." From large artistic ideals to fine details, see how three buildings from three unique eras work together to form an art museum.

10 a.m. Meet at 9:45. RSVP to Membership Co-Chair **Carrie Kilberg**: ckilberg@aol.com, (952) 920-9719

1:30 p.m. Meet at 1:15. RSVP to Membership Co-Chair **Jackie Tyson**: jactyson03@me.com, (952) 474-6052

Both tours meet in the museum's Third Avenue Lobby. Space is limited. Since this tour is a benefit for Friends members, we regret that we cannot accommodate non-member guests. Invite your friends to join the Friends!

The Beginning...



Ethel Morrison Van Derlip

The untimely death of **Ethel Morrison Van Derlip** at the age of forty-five in November 1921 left a void in the arts community, but sparked the need to engage other women in the community to carry on her work. She had been a dynamic, creative force within the Minneapolis Institute of Arts. In January 1922, a group of Minneapolis women received an invitation from the Committee on Organization, which was appointed by a group representing the wives of the trustees

of the Minneapolis Institute of Arts and personal friends of Mrs. John R. Van Derlip, to a meeting to hear a report from the MIA Committee of Resolutions.

Thirty-nine women joined in the MIA board room to officially organize the Friends of the Institute on Friday, January 20, 1922. An honorary president, a president, two vice-presidents, a secretary and a treasurer, as well as six committee chairs were also elected. This group of twelve formed the executive committee, which met several times in the following weeks to launch the new organization. Any woman could become a member by signifying the desire to join, paying \$2 dues and being approved by the executive committee.

The Study Committee quickly organized a series of lectures with paid admission that raised \$495. Over a hundred members held the first annual meeting of the Friends in October 1922. With membership and lectures growing, part-time office help was hired for \$.75 per hour. Expenses only amounted to \$164.22 the first year, but the Friends raised \$715 in revenue. With the additional revenue that was raised, the Friends purchased their first gifts to the museum: fifteenth-century Italian art that included a brocade hanging, a pair of walnut chairs, two leaves from an illuminated missal, a carved armchair and a brass plaque for a total of \$354.12. In 2011 dollars, such gifts today would have cost the Friends \$4,486.45.

In 1937, the bylaws were changed to require that Friends members also had to be members of the Minneapolis Society of Fine Arts because, "the primary objective of the Friends is to further the interest of the museum." To help cover overhead expenses, dues were raised from \$2 to \$3.50 in 1957. In 1974 the bylaws changed the word "woman" to "person," allowing men to become Friends members as well.



Utagawa Kuniyoshi, Japanese, 1797-1861, *Inuzaka Keno from The Loyal Heroes from the Legend of the Eight Dog Warriors* (detail), c. 1852, color woodblock print, Gift of Louis W. Hill, Jr. P.75.51.208

NOVEMBER FRIENDS-ONLY EVENT "Edo Pop" with Curator Matthew Welch

On Thursday, November 3, you are invited to join MIA Curator of Korean and Japanese Art **Matthew Welch** for an exclusive "before-hours" gallery conversation in the exhibition, "Edo Pop: The Graphic Impact of Japanese Prints," opening October 30.

Welch will lead registered attendees into the exhibition at 9 a.m., before the museum opens to the public. There, he will discuss a selection of works known as *ukiyo-e*, or "pictures of the floating world." The MIA owns about 3,000 Japanese woodblock prints. The "Edo Pop" exhibition showcases 160 examples by the genre's greatest artists, including Harunobu, Kiyonaga, Utamaro, Shunsho, Sharaku, Toyokuni, Hokusai, and Hiroshige. The exhibition also features works by contemporary artists inspired by Japanese woodblock prints.

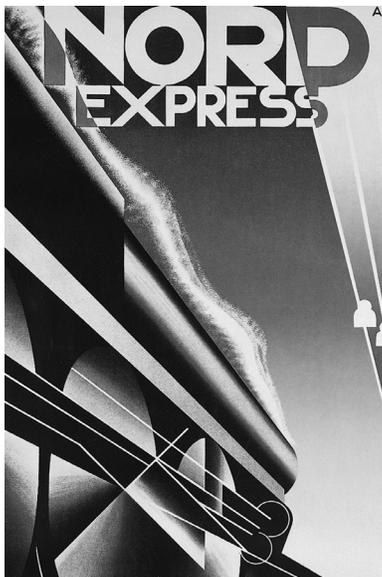
Come be dazzled by these fresh, colorful images that depict pastimes of the young, urban sophisticates of Japan's pre-modern era, and take advantage of this special opportunity to converse with and learn from an expert in the field.

Space is limited, so don't wait to reserve your place! The cost is \$15; please call the Friends office to register at (612) 870-3045. Attendees should plan to arrive for the tour at 8:45 a.m. in the Third Avenue lobby. Coffee will be served in the Friends office afterward.

Thursday, October 6: Don't miss Tim G. Piotrowski's Friends-only lecture on Art Photography at 10:30 a.m.. Space is still available. Call (612) 870-3045 for reservations (\$15).

Although January 12, 2012 may seem like an eternity away, it is just around the corner. In January, every Friend will have the opportunity to celebrate the ninetieth anniversary of the Friends of the Institute. The newsletter will feature more about how, where, and why the Friends began as an organization, and keep you informed of celebration plans.

Nord Express: When Travel was Glamorous



Adolphe Mouron Cassandre, French (b. Ukraine), 1901-1968, *Nord Express* (detail), 1927, color lithograph, The Modernism Collection, Gift of Norwest Bank Minnesota P.98.33.9

Take a stroll to Target Atrium I, where you will find “A Means of Escape: European Posters from 1889 to 1930.” Stop and look at *Nord Express* by A.M. Cassandre and be transported to a world of glamour. According to the exhibit’s introductory label, “early poster art not only promoted the product, but offered ways to leave one’s existence behind and enter a world of fun, fantasy and hedonism.”

Industrialization brought with it more opportunity to travel. In the early 1900s, people of means could sail out of New York Harbor on a luxury liner, dock in Lisbon, traverse

Europe on the Nord Express, and arrive at the last stop in St. Petersburg. You can imagine the luxurious service on this train introduced in 1896 by Compagnie Internationale des Wagon-Lits, a Belgian night train company.

A.M. Cassandre made this color lithograph in 1927 as a poster to advertise and lure the passenger to the exceptional service aboard the Nord Express. He abandoned the sinuous lines of Art Nouveau and instead embraced Art Deco, using perspective and linear symmetry to create the sensation of a majestic train that delivers passengers to their destination with comfort and speed.

With increased travel and new archaeological finds, artists began integrating more elements from other lands in their work. Art Deco incorporated Greco-Roman traditions, as well as influences from ancient civilizations such as Egypt, Assyria, Babylonia and Aztec Mexico. Art Deco artists also found inspiration in the modern, streamlined technology of planes, ships and trains.

Art Deco design originated in 1920s Paris, where young Cassandre had come to study at L’École des Beaux Arts. He capitalized on the popularity of posters and eventually, with partners, set up his own advertising agency, Alliance Graphique. Five years before his death in 1968, Cassandre designed the iconic logo for Yves Saint-Laurent.

Art Deco’s popularity made a comeback in the 1960s, in part because of British art historian Bevis Hillier’s 1968 book, “Art Deco of the 20s and 30s”. He conceived an idea for an exhibition which opened at the MIA in July of 1971. Today examples of Art Deco can be found nearly everywhere you look, from buildings to toasters. As you admire the sleek lines in Cassandre’s “Nord Express,” think of a time when going there was as much fun as getting there.

Another Successful Art Perchance

Art Perchance Chair **Kathy Murphy** said, “It was one of those special late-summer evenings.” On August 18, the weather was made to order for this year’s Art Perchance Third Thursday event. Over 2,400 attendees had the chance to try their luck at carnival games in Target Park as they swayed to the music of local band Trailer Trash and maybe chose to be adorned with a henna tattoo. Event patrons savored fun treats, including malt shooters, jerk chicken sliders and frozen bananas on a stick, in the VIP lounge.

Indoors, partygoers viewed the diverse display of original art donated by local and regional artists. “We had ninety-eight pieces of incredible art this year,” observed **Amanda Falloon**, Art Procurement committee chair. Guests and curators alike were impressed by the wide selection and artistic quality of the objects. The ample array of handcrafted jewelry also delighted the crowd.

Art Perchance 2011 was a splendiferous success and fun was had by all. Lucky bidders and token winners went home with a prized work of art thanks to the generosity of talented artists. Much appreciation also goes to the 2011 sponsors, **The Private Client Reserve of U.S. Bank, Best Buy, Dorsey & Whitney LLP, Max’s** and Honorary Chairs **Barbara and Stephen Hemsley**, for their generosity and support of the Friends. And of course, a big thank you to museum staff and Art Perchance committee members for their hard work in making this event possible.



Past President Linda Goldenberg and MIA Trustee Sam McCullough at APC
Photo: Lacey Criswell

OCTOBER AT THE INSTITUTE

October floral arrangements at the Visitor Information Desk are created by **Wisteria**.
Please call the Friends office for more information on our florists.

NEW MEMBERS

Janine Backer
Pamela Badger
Carolyn Bisson
Lawrence Haeg
Joan Kampmeyer
C.G. Ochsner
Janice Sundberg
Ann Urquhart
Joyce Wahlquist

SAVE THE DATE

Friends 90th Birthday Celebration
Thursday, January 12, 2012
12:30 p.m. (Following the lecture)

VOLUNTEERS NEEDED

Assistance is needed with
Discover Your Story Tours
for people living with memory
loss. Accompany a specially
designed docent-led tour and
help engage those with memory
loss in a meaningful experience
that evokes good feelings and
memories in a safe and
welcoming environment.

To volunteer or learn more,
please contact **Jane Tygesson**
at jtygesson@yahoo.com or
(952) 920-7055.

Register your e-mail address
to receive Friends updates
between newsletters! You
can also choose to receive
this newsletter via e-mail
by sending a message to
friends@artsmia.org.

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