



# Associated American Artists – Art by Subscription

Mar 14 – May 10, 2015

In 1934 the United States was in the grip of the Great Depression and the morale of the American people was at an all-time low. During this difficult period in American history, New York art dealer and publicist, Reeves Lewenthal, hatched a plan to form Associated American Artists (AAA). The mission of the enterprise was to make art accessible, affordable and attractive to Americans.

Lewenthal amassed a group of talented, well-known artists to initiate his plan, offering a flat artist fee of \$200 to create original print stones and plates. From these the company produced limited edition etchings and lithograph prints. At the onset of AAA, these original impressions were available for five dollars each, initially sold in department stores and later through mail order. Budding collectors sprung up across America and some of these lived in and near Springfield, resulting in this collection of limited series prints.

**Notable artists with works on display in this exhibition include Grant Wood, Miguel Covarrubias, Isabel Bishop, Thomas Hart Benton and John Steuart Curry.**

Associated American Artists founder, Reeves Lewenthal, had access to talented artists and he knew that the market for original art in the 1930s was small. Since most of the country was rural, many people were not exposed to galleries and



Thomas Hart Benton | WRECK OF THE OLD '97 | lithograph

could not afford original art. Even quality, color reproductions could be scarce or unavailable. AAA capitalized on the period's popular middle class perception of art galleries, dealers and collectors as elitist. The company promoted a culture of access and equality in art collecting and positioned itself outside the dominant, traditional gallery system. The strategy worked and gave rise to a new group of art collectors.

Associated American Artists continued from 1934-1981. Within its first twenty years, the enterprise had developed an international reputation. AAA prints and reproductions were everywhere: in homes, on greeting cards, and even clothing.

Through the Great Depression, World War II and the Cold War, many Americans struggled for basic needs, but the success and prominence of the AAA print program showed that beauty and visual ideas were also fundamental to Americans.

During its more than four decade span, Associated American Artists created an art series with hundreds of prints by dozens of prominent artist members. Notable artists with works on display in this exhibition include Grant Wood, Miguel Covarrubias, Isabel Bishop, Thomas Hart Benton and John Steuart Curry.

Collectors and donors who contributed  
[continued on page 2](#)

Black & White

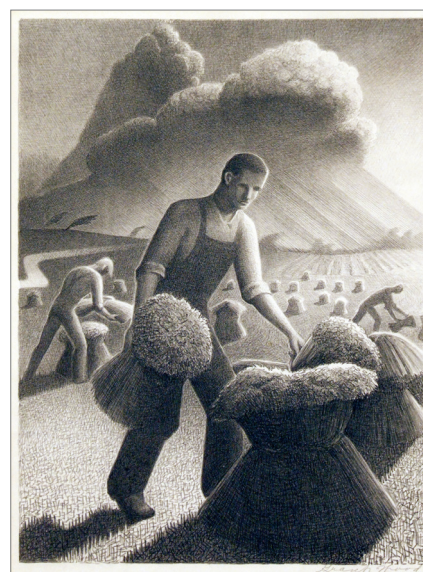
**Black & White Masquerade Dance Party March 14, 8-11pm**

**So much fun last year, we're doing it again this year, in connection with the opening of the Associated American Artists exhibition of prints from the museum's permanent collection. See page 2 for details.**





Clockwise from left: JOHN BROWN by John Steuart Curry, RUMBA by Miguel Covarrubias, APPROACHING STORM by Grant Wood



## AAA Exhibition (continued)

to the Museum's collection include Ms. Susan Wayne and Miss Leslie Wayne Loftus, Mr. Daniel Summers, Mr. & Mrs. Robert Goldberg, Ms. Helen Bosart Morgan, Mrs. Victoria Cooper and others. These

generously donated Associated American Artists prints are now an integral part of the Springfield Museum of Art's permanent collection and we are pleased to present this collection of works. Don't miss this exhibition depicting an important, historic slice of American life. ■

# Second Annual Black & White Dance Party...and This Time Wear a Mask!

8-11pm, Mar 14, 2015

- » Dance the night away with tunes by DJ Shane Creepingbear.
- » Beer selections by Yellow Springs Brewery.
- » Wine selections from Vanguard Wines.
- » Dress in Black & White encouraged. Wear your favorite mask or purchase one of ours for just \$2.

## Admission includes:

- » entrance that night to "Associated

American Artists: Art by Subscription – from the Permanent Collection”

- » a ticket for one beverage
- » a raffle ticket
- » savory snacks and sweet desserts from local restaurants, caterers and gourmet cooks

**Tickets:** \$25 for members; \$35 for non-members

Buy tickets online at [springfieldart.net](http://springfieldart.net) under the EVENTS tab.

# Black & White





# Inside vs. Outside: A Learning Experience

For the second year, the Springfield Museum of Art partnered with Catholic Central High School for an arts integration class during the school's immersive January "Winter Term."



The class "Inside vs. Outside: Responding to Art & Literature" was developed collaboratively by Dan Cummings, CCHS Dean of Students and language arts teacher, Deb Housh, Curator of Education & Exhibitions, and Tricia Tallman, museum educator. Students visited the Museum weekly for inquiry based experiences in the galleries and worked daily in the classroom on various literature, writing and art assignments. They created individual works of "boxed art," sculptural pieces that utilized a repurposed container or vessel to tell a story of personal significance.

Students also worked together to create a collaborative work of art (see right) about societal issues that was inspired by *Problems People Behind Bars* by artist Purvis Young, a significant work in the Museum's Permanent Collection.

One of the 22 participating students, Catrin Latham, wrote about the experience: "We have been lucky enough to go to the Springfield Museum of Art every week for the past month. By going to the art museum

**Above and inset: CCHS students found inspiration at the Museum in the *Compelled* exhibition.**

we found inspiration and saw what it means to be an outsider artist or folk artist. We chose our favorite piece in the **Compelled: Folk Art & Vision** show, which we sketched, and we wrote an art critique about the piece.

"The class taught me that even without a background in art you can make things with a little bit of help.... We have been working on our "boxed art" for the whole month. The boxed art pieces are made from ordinary materials that you can find around a house such as a clear box, a television case or just some cardboard. Each box now tells a story of what the person who made it feels strongly about or what the person would like to show society. This class has shown me that society does have its problems, but together we can look at those challenges and make them into a positive. We have addressed many of the problems facing society that we, as a class,

feel strongly about. This is how our final collaborative project (see below) was made, through thinking of what problems we should address. Overall this class has taught me to believe in my ability to look at the world around me in a new light." ■

## Youth: A Collaborative Work of Art



In the spirit of outside artists, this collaborative continued the theme of addressing challenge through art with accessible mediums and found materials. The theme is youth, as identified in the center panel. Surrounding youth are various pressures students identified in their lives, from questions of identity to struggles with racism and mental health, from the pressure of planning for their futures to their responsibility for finding personal success. They identified pressures from society and the media in relation to their self-image, as well as pressures in relation to drugs, alcohol, and mental health. Each pressure is addressed in a vignette. Each vignette, produced by a small group of students, presses inward, trapping – caging even – our youth.

Thanks to the Wilson Sheehan Foundation for their support for this art education program. ■

## Director to Serve on AAM Accreditation Commission



**American Alliance of Museums**

Springfield Museum of Art Executive Director, Ann Fortescue, has been appointed to a five-year term on the Accreditation Commission of the American Alliance of Museums. The Accreditation Commission is the body responsible for making independent decisions regarding accredited status for museums of all disciplines throughout the United States. The Commission meets three times per year at AAM headquarters in Washington, D.C., and is made up of museum professionals whose collective experience and expertise represent the range of diversity in the museum field.

The eight Commissioners are museum professionals from accredited museums with significant leadership level experience and possess an understanding of a wide range of museum operations, have experience with accreditation, and demonstrate a commitment to standards and building excellence across the field. Commissioners serve in a volunteer capacity for an initial term of five years and may be reappointed. ■



**Free Family Art Days!**  
2-3:30pm, the last  
Sundays of the month:  
Mar 29, Apr 26,  
May 31

## Thank You, Donors!

We would like to thank all of our new and renewing members to the 2014 Members Matter membership appeal. Special thanks for our members at the \$120-Family Plus Level and above. If you're not yet a member, please consider joining. Membership in the Springfield Museum of Art supports our exhibition and art education programs, care of our permanent collection of nearly 2,000 original works of art – many by Ohio artists, and gives you benefits in return including discounts on art classes, entry into the Annual Juried Members exhibition, reciprocal memberships to other museums and more! Visit our website [www.springfieldart.net](http://www.springfieldart.net) to see levels and associated benefits.

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#### Family Plus - \$120

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Camilla Thomason

#### Director's Circle - \$2,500

Mrs. James B. McGregor, Sr.  
David and Cynthia Smith

#### Founder's Society - \$10,000

Ruth Kunkle Bayley

### Business and Organization

#### Friend - \$250

Neher Burial Vault Company  
Project Jericho CISC  
Yellow Springs Arts Council

#### Patron - \$500

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#### Founder's Society - \$10,000

Tiller Foundation



# 69th Annual Juried Members' Exhibition



All current Museum members may enter two pieces of artwork; at least one will be included in the show.

The Museum has moved to a Jan-Dec membership. If you have not renewed for 2015, you will need to renew before entering. Contact Eve for renewal or questions 937.325.4673 or [efleck@springfieldart.net](mailto:efleck@springfieldart.net).

**Juror:** Kay Koeninger, Professor of Art, Sinclair Community College and previous director of Dayton Visual Arts Center.

## Entry Requirements

» Current Museum membership renewed for the 2015 calendar year.

» Up to two entries per member; one guaranteed acceptance.

» All works must be display ready; wall pieces must have hanging wire (saw tooth hangers not accepted).

» All works must have been created in the last three years and not previously exhibited at the Museum.

» Accepted work must remain on display through Aug 2, 2015.

## Artwork Drop-off

Thursday, May 14, 4-7pm *or*  
Friday, May 15, 12-4pm

Jurying immediately follows drop off; we are unable to accommodate late entries. No exceptions.

## Declined Artwork Pick-up

Thursday, May 21, 4-7pm *or*  
Saturday, May 23, 12-4 pm

Due to large volume of submissions in recent years, please understand that some works will be declined.

## Opening Reception

Saturday, May 30, 5:30-7:30pm  
Awards at 6pm

Free for members. (Exhibiting members will also receive two complementary guest passes.)

## Annual Members Meeting

Saturday, May 30, 4-5pm

Exercise your member privilege to learn about the Museum and share your input.

## Exhibited Artwork Pick-up

Monday, Aug 3, 12-4 pm *or*  
Tuesday, Aug 4, 4-6pm

Members' exhibition sponsored by



## New This Year!

The Amateur and Professional designations and media categories are being eliminated. Works will be juried across the entire exhibition. Award recipients will be notified prior to the reception and awards will be noted on exhibition labels.

» Best of Show \$500 » Second Place \$300 » Third Place \$200

» 3 Honorable Mentions \$50 each

## 69th Annual Members' Juried Exhibition

### Artwork Information for Labels

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### ENTRY #1

Title \_\_\_\_\_

Media \_\_\_\_\_

Price\* \_\_\_\_\_

### ENTRY #2

Title \_\_\_\_\_

Media \_\_\_\_\_

Price\* \_\_\_\_\_

**Cut and attach the following to back or bottom of artwork prior to drop-off. Please print legibly:**

#### ENTRY #1

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Title \_\_\_\_\_

Media \_\_\_\_\_

Price\* \_\_\_\_\_

#### ENTRY #2

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Title \_\_\_\_\_

Media \_\_\_\_\_

Price\* \_\_\_\_\_

\*Price is needed for insurance purposes. Indicate "NFS" and value if you do not wish to sell your work. A 25% commission will be charged by Springfield Museum of Art if the work is sold.



Andrew Hendrixson | 16 YEARS | hand-sewn fabric and oil on canvas | 2012

IN THE CHAKERES GALLERY —

## Not Yet Fallen by Andrew Hendrixson and Project Jericho Student Work

Andrew Hendrixson of Mount Vernon, Ohio, will be the fourth artist to show in the Springfield Museum of Art program series, You + 4 Artists, funded through Power to Give of Culture Works in Dayton.

Hendrixson's exhibit, **Not Yet Fallen**, will be on display at the Museum from Mar 5 through Aug 31, 2015. Through You + 4 Artists, original works by local or regional artists are installed in the Museum's Chakeres Interactive Art Lab. Four artists were selected for exhibition based on their dedication to making artwork with a heavy

emphasis on audience engagement and education. "This exhibition opportunity corresponds well with my artistic goals to make challenging art that gives viewers access points for understanding. People are often intimidated by art. They become frustrated because they don't understand what they're looking at or feel awkward in a museum or gallery setting. I understand; art is difficult for me too sometimes," says Hendrixson. His motivation to pursue art stems from his belief in the power of art to generate and clarify ideas, and from his conviction that art can and should help us to feel less alone in the world. Hendrixson

wants to help viewers connect with and engage art.

**Not Yet Fallen** is an outgrowth of a project he began this past summer called The House Shows in which Hendrixson traveled the country installing artwork in living rooms for one-day art shows. At each of these shows he gave a short talk challenging viewers to think in new ways about their relationship to the arts. Hendrixson's current body of work, including the pieces to be exhibited in the Chakeres Interactive Art Lab, explores questions of power and vulnerability, hope and human responsibility. According to Curator of Education and Exhibitions, Deb Housh, "While Andrew's artistic concepts may be complex, his art has a universal quality that is highly accessible to people of all ages and backgrounds. That's what makes his art a perfect fit for the Art Lab. The work is big, bold, tactile and fun. I can't wait to see our first school group interact with these pieces."

Hendrixson, who teaches art at Mount Vernon Nazarene University, collaborated with Clark State's youth outreach program, Project Jericho, to work with students at the Clark County Juvenile Detention Center and The Keifer Academy. During the month of February, Hendrixson helped these youth create their own works of art about objects that trigger memory and meaning. Hendrixson's personal experience has revealed that objects and images can take on a metaphoric or symbolic meaning. For example, if a broken kitchen chair lying on the floor was the result of a fight, the image of a similar chair in a work of art may evoke the same feelings as the original confrontation. Through teaching art making techniques, Hendrixson hopes to play a small part in empowering these adolescents to explore their potential, believe in themselves and be hopeful. A culminating exhibit of the Project Jericho student work will be mounted in the Beach Gallery. **Not Yet Fallen**, by Andrew Hendrixson and the Project Jericho student show will open with a shared reception on Mar 5 from 6-7pm at the Springfield Museum of Art. The event is free and open to the public with music, refreshments, student presentations, and a gallery talk by Andrew Hendrixson. ■



## EDUCATION OUTREACH

# SMoA Joins the Kennedy Center Partners in Education Program

This fall the Springfield Museum of Art was invited to join the Springfield team of Partners in Education, a prestigious program of the John F. Kennedy Center for the Performing Arts in Washington D.C. The Springfield team, which uses the program title Arts Alive, was initiated in 1996 and includes Wittenberg University, Clark State Community College, Springfield City School District and now the Springfield Museum of Art.

The Partners in Education program is designed to assist arts organizations

throughout the nation in developing and expanding community collaborations through arts education. The primary purpose of these partnerships is to provide professional learning in the arts for teachers. Numerous studies have shown that making cross-curricular connections and combining the arts with other subject areas enhances student problem solving, understanding, collaboration and retention of key ideas.

In February, Curator of Education and Exhibitions, Deb Housh, attended the Kennedy Center Partners in Education



**SMoA Curator of Education & Exhibits Deb Housh, and Wittenberg professor Dr. Sally Brannon in Washington, D.C.**

## Young Artists Visit the Museum



On February 11, the Museum hosted a workshop for Springfield City Schools with art specialist, Michele Hamsher. This annual workshop is provided for students who may seek identification as gifted and talented in visual arts. Out of approximately 8,000 students in Springfield City Schools, twenty one were selected as having the potential for this identification.

Because articulation of creative thinking is part of the gifted art assessment, students were instructed in speaking and writing about art using vocabulary of the elements and principals of design. This special workshop featured hands-on instruction about creating a portfolio of art work.

The Museum continues to support this endeavor with a weekend enrichment class for students age 8-14 called Art Achievers, which is led by museum educator, Tricia Tallman. ■

Annual Meeting in Washington, DC, along with Wittenberg education professor, Dr. Sally Brannon, and Clark State's Director of Youth Programs, Beth Dixon. The four-day institute examined arts integration program models, supported the Springfield Arts Alive Partnership Team, and provided access to Kennedy Center resources.

Three Springfield 2015 professional development workshops have been scheduled to support local teachers with classroom strategies for arts integration. The first presented pre- and post-performance lessons related to the Clark State Performing Arts Center's showing of *The Ugly Duckling*. The second connected language arts, science and art through PAC's *Rainbow Fish* performance and the Springfield Museum of Art's exhibition, *Painting Ohio Prairies: A Year in the Life*. A third teacher workshop, presented by nationally recognized art educator, Karen Erickson, will be hosted by the Springfield Museum of Art in April. The workshop will explore bullying and social curriculum for youth through arts integration.

Find out more about Arts Alive at [www.clarkstate.edu/about-clark-state/performing-arts-center](http://www.clarkstate.edu/about-clark-state/performing-arts-center) under Outreach and Education. To register for the free April teacher workshop call 937-328-3841. ■

**Above: SMoA museum educator Tricia Tallman engages Springfield City Schools visual art gifted candidates in discussion about a piece by Purvis Young, part of the Museum's permanent collection. Young's *Problems People Behind Bars* is featured in the current exhibit, *Compelled: Folk Art and Vision*.**



**SPRINGFIELD**  
MUSEUM OF ART

A Smithsonian Affiliate  
At the Springfield Center for the Arts  
107 Cliff Park Road  
Springfield, Ohio 45504  
smoa@springfieldart.net  
www.springfieldart.net  
937.325.4673

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# Members Matter!

## This could be the end!

If you haven't already renewed your museum membership for 2015, this may be the last newsletter or announcement you receive from us. Don't let that happen! Renew today at [www.springfieldart.net](http://www.springfieldart.net) under the SUPPORT tab.

## Calendar

Through Jun 2015 Compelled: Folk Art & Vision (from the Permanent Collection)  
Mar 14-Aug 31, 2015 Andrew Hendrixson and Project Jericho in the Chakeres Gallery  
Mar 14, 2015 Black & White Party  
Mar 15-May 10, 2015 Associated American Artists: Art by Subscription  
Mar 29, 2015 Come Find Art  
Apr 26, 2015 Come Find Art  
May 30 – Aug 7, 2015 69th Annual Members' Juried Exhibition  
May 31, 2015 Come Find Art

## Volunteers Needed

We need your help planning and manning special events at the Museum as a volunteer. To learn more, contact us at [smoa@springfieldart.net](mailto:smoa@springfieldart.net).

### The Springfield Museum of Art

The Springfield Museum of Art, founded in 1946, is a non-profit organization designated 501(C)3 by the Internal Revenue Service.

The Springfield Museum of Art Library is open to members and to the public as a non-circulating art reference and study center.

### Send Us Your Email Address

We send quick reminders of exhibition openings, gallery talks, etc. Please send us any new email addresses!

## Museum Hours

Wednesday-Saturday, 9 am-5 pm

Sundays 12:30-4:30 pm

Closed Mondays and Tuesdays

Closed Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve, New Year's Day, Easter Sunday, Independence Day and the Sunday after ArtBall.

Admission is \$5 for adults and free for members and under 17. (Free admission during Come Find Art Sundays)

## Museum Staff

Ann Fortescue, Museum Director

Eve Fleck, Museum Operations Manager

Deb Housh, Curator of Education and Exhibitions

## 2015 Museum Trustees

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