



## **NEWS RELEASE**

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### ***Andy Warhol's Dream America: Screenprints from the Collection of the Jordan Schnitzer Family Foundation June 29–September 9, 2007***

**Toledo, Ohio**—On June 29, 2007, the Toledo Museum of Art opens the major exhibition *Andy Warhol's Dream America: Screenprints from the Collection of the Jordan Schnitzer Family Foundation*. The exhibition features more than 100 works—many in rarely seen, complete portfolios—that span Warhol's celebrated career. *Andy Warhol's Dream America* remains on view in the Canaday Gallery through September 9, and exhibition admission is free.

Known for his repeated explorations of popular culture, Warhol was one of the most influential American artists of the 20th century. "Andy Warhol revolutionized both artmaking and the persona of the artist," said Dr. Amy Gilman, TMA associate curator of modern and contemporary art. "He changed what had been historically appropriate for art objects and used mass production techniques in unprecedented ways."

The exhibition traces Warhol's artistic progression through his renowned prints, including the 1967 *Marilyn Monroe* portfolio (one of the first four made under the Factory Editions imprint), the 1986 *Cowboys and Indians* portfolio (made the year before Warhol's death), and his iconic *Campbell's Soup* cans. The exhibition also features several individual works, including many iconic self-portraits.

*Andy Warhol's Dream America* was organized by the Yellowstone Art Museum and the University of Oregon in consultation with the Jordan Schnitzer Family Foundation. The Foundation's contemporary art exhibition and education program aims to broaden the mix of art forms available to residents in smaller and university communities.

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“I’m so delighted to have Warhol’s work out in communities...so that people of all ages can experience these works personally,” said Jordan Schnitzer, President of Harsch Investment Properties and print collector. “He was an icon of his time and these suites act as a powerful mirror for exploring our shared values.”

## **CATALOGUE**

Museum members will receive a free copy of the fully illustrated 32-page catalog, *Andy Warhol’s Dream America*. Quantities are limited and available on a first-come, first-served basis.

## **OPENING RECEPTION**

### **The Warhol Wig-Out**

**Thursday, June 28, 7 P.M.**

Got a thirst for art? We’ve got the “Pop” to quench it! Don your best, worst, or most outrageous wig and venture into TMA’s version of Andy’s Factory. This hippest happening in town includes first look at the exhibition, live DJs and dancing, a chance to immortalize yourself in a Warhol-esque portrait, food, cash bar, and—perhaps—a moment with Andy himself. Tickets are \$15 for TMA members and \$25 for non-members. Call 419-254-5771, extension 7432, for tickets and ask about applying your ticket price to a Contributing Level membership.

## **EXHIBITION-RELATED PROGRAMS**

### **Friday, July 6**

Club Friday Music: Chorduroy Jacket (pop standards & classic rock), 6:30–9:30 P.M., Peristyle Steps  
The pop standards of the 1960s and 1970s weren’t always “standard.” While Warhol experimented with new kinds of art, musicians of the era were breaking new ground themselves. Discover or rediscover this pivotal period in contemporary music with Chorduroy Jacket.

### **Friday, July 13**

Hands-on Activity: *Mick, Marilyn & Mao*, 7–9 P.M., Libbey Court

How would you quickly create a work of art that expressed your signature style and was immediately recognizable to your audience? Andy Warhol accomplished this task by making unique prints of celebrity portraits. Using techniques similar to Warhol’s, incorporate your own personal flair to create a print of a celebrity you love (or love to hate).

### **Sunday, July 15**

Hands-on Activity: *Personal Pop Portraits*, 1–4 P.M., Libbey Court

Being the subject of a Warhol portrait was a status symbol in 20th-century popular culture. Share the spotlight with the famous (and infamous), as you create a Warhol-style self portrait through digital technology.

### **Sunday, July 22**

Workshop: *Screen Printing Like Warhol*, 2–4 P.M., RM 139

Warhol learned the techniques of screen printing during his early career as a commercial artist, and he later applied those techniques to create large quantities of his signature images quickly. In this FREE workshop, customize a t-shirt using methods you might have found in Warhol's studio "Factory." Space is limited, so please call 419-254-5771, extension 7494, to pre-register.

### **Friday, July 27**

Film: *An Evening of Experimental Film from 1910–1930*, 8–9:30 P.M., Little Theater

Before the emergence of the underground film scene that Warhol spearheaded, a small group of early 20th-century visual artists, including Man Ray and Marcel Duchamp, created these experimental films in an effort to transfer visual ideas into the medium of film.

### **Friday, August 3**

Club Friday Music: StyleX, 6:30–9:30 P.M., Peristyle Steps

A modern version of edgy and experimental rock, StyleX's post-punk sound can be traced back to the Velvet Underground, a group with close ties to Andy Warhol and his experimental art scene.

### **Sunday, August 12**

Hands-on Activity: *Manufacturing Memories*, 1–4 P.M., Libbey Court

One of Warhol's most famous techniques was his appropriation of commercial images of brand name household products, such as Campbell's soup cans or Brillo pads. Using Styrofoam, design and create stamps that depict your favorite products, and then use them to mass-produce your own form of "familiar" art.

### **Friday, August 17**

Hands-on Activity: *Mick, Marilyn & Mao*, 7–9 P.M., Libbey Court

*See description under Friday, July 13.*

### **Friday, September 7**

Club Friday Music: The Travelers, 6:30–9:30 P.M., Peristyle Steps

1950s Rock & Roll broke onto the scene as music that everyone had access to through mass-produced recordings and created some of the very celebrities Andy Warhol commented on with his screen prints a few years later. Join The Travelers as they relive the glory days of music.

## **PUBLIC TOURS**

*Andy Warhol's Dream America* is free to the public and is on view in TMA's Canaday Gallery. Free Docent-led tours of the exhibition are scheduled as follows:

Friday, June 29, 6:30 & 8 P.M.  
Saturday, June 30, 2 P.M.  
Sunday, July 1, 2 & 3 P.M.  
Friday, July 27, 6:30 & 7:30 P.M.  
Sunday, July 29, 2 & 3 P.M.  
Friday, August 10, 6:30 & 7:30 P.M.  
Saturday, August 11, 2 P.M.  
Sunday, August 12, 2 & 3 P.M.  
Friday, August 17, 6:30 & 7:30 P.M.  
Saturday, August 18, 2 P.M.  
Sunday, August 19, 2 & 3 P.M.  
Friday, September 7, 6:30 & 7:30 P.M.  
Saturday, September 8, 2 P.M.  
Sunday, September 9, 2 & 3 P.M.

*Schedule is subject to change. For additional dates, please visit [www.toledomuseum.org](http://www.toledomuseum.org).*

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## **DIGITAL IMAGES AVAILABLE AT:**

**[http://www.toledomuseum.org/Newsroom\\_ImageOrder.htm](http://www.toledomuseum.org/Newsroom_ImageOrder.htm)**

*The mission of the Toledo Museum of Art is based upon the belief in the power of art to ignite the imagination, stimulate thought, and provide enjoyment. Through our collection and programs, we strive to integrate art into the lives of people.*

*The Toledo Museum of Art is a nonprofit arts institution funded through individual donations, foundation grants, corporate sponsorships, and investments. The Ohio Arts Council helps fund programs at the Toledo Museum of Art through a sustainable grant program that encourages economic growth, educational excellence, and cultural enrichment for all Ohioans.*

*Admission to the Museum is free. The Museum is open Tuesday, Wednesday, Thursday, and Saturday, 10 A.M.–4 P.M.; Friday, 10 A.M.–10 P.M.; Sunday, 11 A.M.–5 P.M.; but closed Mondays and major holidays. Friday evening hours are made possible by Fifth Third Bank.*

*The Museum is located at 2445 Monroe Street at Scottwood Avenue, just west of the downtown business district and one block off I-75 with exit designations posted. For general information, visitors can call 419-255-8000 or 800-644-6862, or visit [www.toledomuseum.org](http://www.toledomuseum.org)*