



**FOR IMMEDIATE RELEASE**

March 21, 2013

**Tom Wesselmann Programs and Statewide Offerings**

American artist Tom Wesselmann (1931-2004) is one of the leading figures in the American Pop Art movement with a career spanning more than four decades. Opening April 6, VMFA offers the first comprehensive North American retrospective of Wesselmann's work. VMFA is the only East Coast venue for this exhibition.

In honor of *Pop Art and Beyond: Tom Wesselmann*, the museum is offering programs, lectures, self-directed tours and more.

**Student groups, K–College:**

Self-directed student group tours are available for *Pop Art and Beyond: Tom Wesselmann*, seven days a week, April 6 – July 28, 2013. Please note: This is not a guided tour.

Cost: Group tickets are \$12 per student, with one chaperone for every 10 students admitted free. Additional chaperones are \$12 each. VMFA members are free, but tickets are required. Audio guides of this exhibition are also available at \$5 per person. Please call Tour Services at 804.340.1419 or visit:

[http://www.vmfa.state.va.us/Learn/Educators/Self-guided\\_Tours.aspx](http://www.vmfa.state.va.us/Learn/Educators/Self-guided_Tours.aspx)

**Adult Groups**

Self-directed student adult tours are available for *Pop Art and Beyond: Tom Wesselmann*, seven days a week, April 6 – July 28, 2013. Please note: This is not a guided tour.

Cost: Group tickets (10 or more) are \$12 per person, VMFA members are free, but tickets are required. Audio guides of this exhibition are also available at \$5 per person. Please call Group Sales at 804.340.1475 or visit:

[http://vmfa.museum/Visit/Tours/Tours\\_for\\_Adults/VMFA\\_Group\\_Tours.aspx](http://vmfa.museum/Visit/Tours/Tours_for_Adults/VMFA_Group_Tours.aspx)

**Connect It!**

Enjoy a docent-led tour that connects VMFA's permanent collection with our current special exhibition. Please note: This 50-minute guided tour will take you through VMFA's permanent collection only and does not include admission to the special exhibition where fees apply.

**Connect It! Pop Stars!**

Learn about VMFA's stars of Pop as you explore the history of the Pop Art movement. Docent-led 50-minute tours connect works from VMFA's permanent collection to the special exhibition *Pop Art and Beyond: Tom Wesselmann*. Mon, Apr 22 Noon; Wed, Apr 24 2pm; Sun, Apr 28 1pm. For more dates visit: [http://vmfa.museum/Visit/Tours/Tours\\_for\\_Adults/Tours\\_for\\_Adults.aspx](http://vmfa.museum/Visit/Tours/Tours_for_Adults/Tours_for_Adults.aspx)



**Smoker #1**, 1967. Oil on shaped canvas, in two parts, 9.87 x 7.1 in. © The Museum of Modern Art, New York/Estate of Tom Wesselmann/Licensed by VAGA, New York, NY

## April

### **Young@Art: Pop Goes the Artist**

Tuesdays, April 9, 16, 23, 30

10-11 a.m. or 3-4 p.m.

Thursdays, April 11, 18, 25,

10-11 a.m.

\$10 per child (VMFA members \$8), adults free

Ages 2-5 (accompanied by an adult)

After delving into the world of Pop Art, use bold colors and lines in exciting works of your own. \*No workshops on Apr 2 or 4

### **3 in 30 Gallery Talk: Pop Art: Blurring Boundaries**

Tuesday, April 9, 11 a.m.

Thursday, April 11, 6:30 p.m.

FREE, no reservations required

Meet at the Visitor Services Desk

Pop brought mass culture into museums and galleries in the early 1960s, radically changing the course of art by eliminating the boundary between “high” culture and everyday life. Explore three works of art in 30 minutes.

### **Celebrate the Art of . . . POP!**

Saturday, April 13

1 – 4 p.m.

FREE

Learn about the work of Pop artists like Andy Warhol, Jasper Johns, Roy Lichtenstein, and Tom Wesselmann while playing video games, popping giant bubbles, and hopping in a moon bounce. Visitors can make their faces famous in the style of Andy Warhol and see graffiti artists bring blank paper to life. So pop on over!

### **Art History Class**

#### **Pop Goes the Easel!**

4 sessions: April 17 – May 8

Wednesdays, 1 – 2:30 p.m.

Conference Suite & Galleries

\$90 (VMFA members \$75)\* tickets required

This course explores the cultural influences – advertising, the media, among others – that provided visual subjects and inspiration for the Pop artists of the 20th century. Works that defined the Pop Art movement including those by Andy Warhol, Jasper Johns, Claes Oldenburg, Roy Lichtenstein, and Tom Wesselmann are discussed. The class also includes a visit to the special exhibition, Pop Art and Beyond Tom Wesselmann. \*Exhibition ticket price included.

### **Afterschool Art Club: Pop Art Prints**

Thursday, April 18

4:15-6 p.m.

\$20 per workshop, (VMFA members \$18)

Ages 5 – 8

Big shapes, bold lines, and bright colors are the central theme of this introductory printmaking workshop. Let VMFA's Pop Art collection spark your imagination to create your own work of art.

## **Tom Wesselmann: From Pop to Classicism, the Journey of a Great American artist**

Thursday, April 18

6:30-7:30 p.m.

Leslie Cheek Theater with Stéphane Aquin, Curator of Contemporary Art, Montreal Museum of Fine Arts

\$8 (VMFA members \$5) tickets required

Tom Wesselmann is known as the artist behind the *Great American Nudes*, which earned him a key role in the history of Pop Art, alongside artists such as Andy Warhol and Roy Lichtenstein. Yet the enduring success of this early series and the artist's association with Pop Art, has overshadowed the deeper impulse of his work which was to redefine classical art according to the American canons of beauty.

## May

### **Writing in the Galleries: Writing by Design**

Tuesday, May 7

4-4:45 p.m.

\$10 per child (VMFA members \$8)

Ages 9 – 12

Learn about Pop Art, and then design, write, and create your own catchy sign using a collage of old advertisements and marketing materials.

### **Toward an American Nude**

Thursday, May 9

6:30 – 7:30 p.m.

\$8 (VMFA members \$5) tickets required

Widely acclaimed for his treatment of the nude, Tom Wesselmann was hardly alone in considering this conventional subject. He was, in fact, just one of several artists in the 1960s, and in the following decades, who wondered to what extent the nude might provide a convenient means of addressing contemporary American culture. This lecture with Dr. David McCarthy of Rhodes College will consider similarities and differences between his treatment and that of several artists to place him within a highly dynamic, and sometimes contentious, national conversation.

### **Teacher Workshop: Pop Goes Wesselmann**

Thursday, May 9, 2013

4:30-7 p.m.

\$38 (VMFA Members, \$18) tickets required

What happened as Pop Art brought mass culture into museums and galleries in the early 1960s? Discover how art history, art process, and the business of art changed radically as the boundary between “high” culture and everyday life was shattered by artists including Andy Warhol, Roy Lichtenstein, Claes Oldenburg, Marjorie Strider, and Tom Wesselmann. Explore a variety of project concepts and samples inspired by Pop Art ranging from traditional collage works to computer design, and then work together in small groups to create Pop Art inspired installations using recycled consumer products and multiples.

### **Art History Class**

#### **Wesselmann 101**

Thursday, May 16

6-8:30 p.m.

\$35 (VMFA members \$20) \* tickets required

Though considered part of the Pop Art movement, American painter, sculptor and printmaker Tom Wesselmann distinguished himself from many of his contemporaries by looking to traditional painting forms such as the still life and the female nude. The first half of the class provides an overview of the

artist's work. In the second half, students enjoy a guided visit of the special exhibition, *Pop Art and Beyond Tom Wesselmann*. \*Exhibition ticket price included.

### **Saturdays in the Studio: Pop Art**

Saturday, May 18

1-4pm

MWV Art Education Center

\$25 (VMFA members \$20)

Grades 9 -12

This teen workshop focuses on Pop Art, a movement that challenged traditions of fine art by including advertising, news, and other popular culture imagery. Students use similar elements from today, along with flat forms and intense colors, to create original, high-contrast images.

### **Teen Talent: Faces, Objects, and Places**

Performance

Friday, May 24

6:30 – 9 p.m. (participants must arrive at 6 pm)

The Virginia Museum of Fine Arts is seeking talented teens interested in showcasing their creativity in spoken word, monologue, song, dance, and film! Inspired by the special exhibition *Pop Art and Beyond: Tom Wesselmann*, teens are invited to respond to the three of Wesselmann's artistic genres: the human form (faces), still lifes (objects), and landscapes (places); or reflect on the Pop art movement in general. On May 24, 2013, teens present their works at Teen Talent: Faces, Objects, and Places in VMFA's Leslie Cheek Theater. Students grades 6 – 12, both individuals and groups, are eligible to participate; however, all teens must audition.

June

### **Film program and conversation**

**Tom Wesselmann: I only want to paint** (2010; 33 min)

Friday, June 7

6:30-8:30 pm

Leslie Cheek Theater with Claire Wesselmann and Jeffrey Sturges, Wesselmann Studio Manager

\$8 (VMFA members \$5) tickets required

This film documents Wesselmann's profound passion for art. Shot in the artist's NYC studio in 1998, and put together in 2010, it provides valuable insight into the working life of this innovative artist. Join the artist's wife, Claire Wesselmann, and Jeffrey Sturges from Wesselmann's studio for a discussion after the film.

### **How...did Wesselmann make his innovative works?**

Saturday, June 8

1-2 p.m.

Claiborne Robertson Room

FREE, no reservations required

Artist Tom Wesselmann explored many techniques, from plastic bas-relief to laser-cut steel drawings and multi-paneled shaped canvases. Explore these innovations with Wesselmann's studio manager, Jeffrey Sturges.

### **About the Virginia Museum of Fine Arts**

VMFA's permanent collection encompasses more than 33,000 works of art spanning 5,000 years of world history. Its collections of Art Nouveau and Art Deco, English silver, Fabergé, and the art of South Asia are among the finest in the nation. With acclaimed holdings in American, British Sporting, Impressionist and Post-Impressionist, and Modern and Contemporary art – and additional strengths in

African, Ancient, East Asian, and European – VMFA ranks as one of the top comprehensive art museums in the United States. Programs include educational activities and studio classes for all ages, plus fun after-hours events. VMFA’s Statewide Partnership program includes traveling exhibitions, artist and teacher workshops, and lectures across the Commonwealth. VMFA is open 365 days a year and general admission is always free. To register for ticketed programs & events, call 804-340-1405 or visit [www.vmfa.museum](http://www.vmfa.museum). For additional information, telephone 804-340-1400 or visit [www.vmfa.museum](http://www.vmfa.museum).

# # #

**Press Contact:**

Suzanne Hall, [suzanne.hall@vmfa.museum](mailto:suzanne.hall@vmfa.museum), 804.204.2704

Pryor Green, [pryor.green@vmfa.museum](mailto:pryor.green@vmfa.museum), 804.204.2701

Virginia Museum of Fine Arts, 200 N. Boulevard, Richmond VA 23220-4007