

TOTAL ART EXPERIENCE

The New Spirit: American Art in the Armory Show, 1913 Montclair Art Museum

Thursday, June 13 - 10:30am

Join us for a **Total Art Experience** - Background talk and Gallery tour.... and lunch, of course! Sheryl Urman will take us back-in-time with a talk and slide presentation before we explore this groundbreaking exhibit called at the time by a critic: "*the most important public event ... since the signing of the Declaration of Independence*". The Armory Show of 1913 introduced 'Modernism' and altered the course of American Art.

We will learn about the *mindset* of the art viewing public in 1913 - what their eyes were accustomed to. What was 'accepted' in American Art in this still newly developing country, largely thought of as provincial.

We will learn about what people '*wanted to see*' and how Public Relations and Advertising shaped this viewpoint. The Armory Show of 1913 brought this new art world to the 'common people' - 70,000 people attended in 27 'Earth shaking' days - also leading to the development of MOMA and the Whitney!

The variety of styles shown at Montclair Art Museum, set in a space that recreates the original — from cubist to post-impressionist to sensual sculpture—ensures one of the goals of The New Spirit exhibition: to show off the creative, inventive styles of the American artists who made up two-thirds of the original Armory Show, but remained under the radar. The American artists worked hard to make sure they'd have works of art that would stand up to the Europeans. In addition, this exhibit focuses on a number of female artists - 20 percent of the original show's American artists were women.

Lecture: \$15

Lecture and Lunch: \$30

Museum admission paid directly to Museum

We will explore the upcoming sister exhibit (European focus) at the NY Historical Society in the Fall.

Let me know if you are joining us - payment details will follow.

As always, please forward to friends - always room for new faces!

Sheryl Intrator Urman

Please visit my websites

www.artforlearning.com and www.Sherylintrator.com