



a Treasury of fine  
**ART MASTERPIECES**  
created by famous American artists to bring  
Beauty and Better Living into your Home

*Associated American Artists*  
711 FIFTH AVENUE, NEW YORK 22, N. Y.

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*Exhibitions Designer*Anthony Whetstone,  
*Maintenance***On the cover:**

*A Treasury of Fine Art Masterpieces  
Created by Famous American  
Artists to Bring Beauty and Better  
Living into Your Home* (New York:  
Associated American Artists,  
1951). Private collection.

**FROM THE DIRECTOR****Linda Duke, Director**

It is relatively rare for a small university art museum to have an opportunity to organize a major touring exhibition, accompanied by a scholarly catalog and, on top of those endeavors, to offer a comprehensive index that will assist art historians, curators, and collectors interested in 20th century American art. "Art for Every Home: Associated American Artists" is such a project. The exhibition will be on view at the Marianna Kistler Beach Museum of Art from September 15 through January 31, 2016, before traveling to three other museums.

For a number of reasons the Beach Museum of Art is uniquely qualified to explore the work of the pioneering art marketing enterprise that was

Associated American Artists, or AAA. The museum has a regional collecting focus that includes several AAA artists — John Steuart Curry, Grant Wood, Thomas Hart Benton, and others — who worked with imagery and themes from rural and middle America. Another strength of the museum is its collection of more than 200 AAA prints donated in 1992 by Raymond and Melba Budge from St. John, Kansas. The inherently interdisciplinary nature of AAA — with connections easily made to marketing, history, women's studies, art history, and other areas of scholarship — has great appeal.

Beach Museum of Art curator and "Art for Every Home" project director Elizabeth Seaton has led the effort with skill and dedication, both at the museum and nationally, as she worked with collaborators and lenders.

We are grateful to the Henry Luce Foundation for providing early and crucial support for the exhibition and catalog. Long ago, the late Ross and Marianna Kistler Beach had the vision to sustain the museum with an endowment, which has assisted with this project's costs. In addition, Edward and Karen Seaton stepped forward to make funds available from the R.M. Seaton Endowment for Exhibitions. Additional support came from the International Fine Print Dealers Association, Russell Clay Harvey and Patricia McGivern, and Candyce Russell.

I hope you will enjoy "Art for Every Home: Associated American Artists" and be as proud as I am of the work of Liz Seaton and the Beach Museum of Art staff.

**Linda Duke, Director****Construction and Parking Fall 2015**

The Kansas State University campus is undergoing several heating and cooling projects, including chilled water expansion, to accommodate infrastructure changes now and in the future. Beginning in July and continuing into the fall, driving access and parking for the museum will be limited. The museum will remain open regular hours, but check the museum's website, [beach.k-state.edu](http://beach.k-state.edu), or call 785-532-7718 for the latest information.

**EXHIBITIONS**



Anton Refregier, (United States, born Russia, 1905-1979), *Pioneer Pathways*, from the series *Pioneer Pathways*, 1952, Cotton, printed, Associated American Artists for Riverdale Fabrics, Cora Ginsburg LLC, New York

**Related events**

**Art for Every Home  
Opening Reception  
September 17, 5:30 p.m.**

**Art for Every Home  
Speakers Series:**

**“Art by Mail: Associated  
American Artists”  
October 1, 5:30 p.m.**

**“Thomas Hart Benton:  
The Perils of War”  
October 29, 5:30 p.m.**

**“The American Home of the 1950s”  
November 5, 5:30 p.m.**

**“Thomas Hart Benton  
and Hollywood”  
November 19, 5:30 p.m.**

**Art for Every Home: Associated American Artists**

*September 15, 2015 – January 31, 2016, Marion Pelton, Hyle Family and Donna Lindsay Vanier Galleries*

This traveling exhibition and its accompanying publications provide the first comprehensive overview of Associated American Artists (1934-2000), the commercial enterprise best known as the publisher of prints — sold via mail-order catalog — by Thomas Hart Benton, John Steuart Curry, and Grant Wood.

The exhibition addresses not only AAA’s storied involvement in the popularization of American prints in the 1930s, but also its ongoing promotion of American art over six decades. Through aggressive marketing of studio prints, ceramics, and textiles, and associations with corporate advertisers, AAA sought to bring “original” American art over the threshold of every American home. “From Studio to Doorstep — Wherever You Are,” the company promised in a 1945 mail-order brochure. “No longer would the would-be possessor of a beautiful picture have to go to town and visit an art dealer; or still harder, hire somebody to do it for him. Quite the contrary! Every American post office [is] to be like a branch agency for the creations of the pick of American artists.”

A major catalog distributed by Yale University Press containing essays by scholars in the fields of American painting, printmaking, textiles, ceramics, and interior design accompanies the exhibition. A free, illustrated index of AAA prints, textiles, color reproductions, and ceramics will be made accessible online as a searchable PDF.

Organized by the Beach Museum of Art, the exhibition of 136 objects from 25 museums and private collections will travel to the Grey Art Gallery, New York University, April 19 – July 9, 2016; the American Historical Textile History Museum, Lowell, Massachusetts, September 16, 2016 – January 2, 2017; and the Syracuse University Art Galleries, New York, January 26 – March 26, 2017.

The exhibition’s co-curators are Liz Seaton of the Beach Museum of Art and Jane Myers, former curator at the Amon Carter Museum of American Art in Fort Worth, Texas. Scholar Gail Windisch, Los Angeles, is a third important contributor to the exhibition. Her original research served as the base for the project.

Julio de Diego (United States, born > Spain, 1900-1979), *River Patterns* (platter), 1950, Stoneware, glazed, 2 ¼ x 19 ¼ x 12 ¼ in., Stonelain, Associated American Artists, Private collection



## Behind the Scenes: Art for Every Home

Ever wonder what goes on behind the scenes? Exhibitions take a tremendous amount of planning and coordination. Beach Museum of Art staff have worked on “Art for Every Home: Associated American Artists” for over seven years. Here’s a look into the process:

### What is Associated American Artists?

Associated American Artists (AAA) of New York (1934-2000), was a business that sold American art via mail-order catalog with a goal of making art accessible for everyone.

### 136

Prints, paintings, ceramics, glass work, and textiles are in the exhibition.

### 35

Prints, drawings, and ephemera are from the Beach Museum of Art collection.

### 25+

Private and museum collections loaned objects that will be on display.

### 100+

Online collection databases for AAA objects were consulted during research for the exhibition. In addition, organizers traveled to numerous institutions around the country to view the art.

### 4

Locations where the exhibition will be displayed.

### 14

Essays by 10 contributors in the exhibition catalog.

### 3100+

Objects in the illustrated index of AAA (2,500 prints, 250 ceramics, and 350 textiles). It will be available online as a searchable PDF.



## Related events

**Artist Talk:**  
**“Climate Strange”**  
**December 3, 5:30 p.m.**

< Jacqueline Bishop, *Terra* #276:  
*Varied Thrush*, 1999, oil on wood with  
 acrylic on paper and metal nails

## Jacqueline Bishop: Songs for the Earth

August 4 – December 20, 2015, Ruth Ann Wefald Gallery

Jacqueline Bishop explores the psychological connections between humans and nonhumans in a range of media. Her work has been influenced by more than two decades of traveling the forests of the Amazon, experiencing Hurricane Katrina, and documenting the BP oil spill. Bishop’s surreal landscapes address such topics as climate politics, species extinction, and the impact of overpopulation. In her imagined environments, birds symbolize the human soul, are messengers of life and death, and call out for careful consideration for the complex connections among organisms and the earth.

Bishop’s early work was influenced by the life and philosophy of slain Brazilian rubber tapper Chico Mendes who inspired her book *Em Memoria Chico Mendes: A Tribute on the Ten-Year Anniversary of His Death* published by Lavender Ink in 1998. Her related work, a 1993 color serigraph *Samauma*, represents the last tree standing after a forest fire in Brazil. Many Brazilians and scientists view this tree as the most beautiful in their country.

The four small bird portraits from her original 750 bird, 60-foot wall installation *Terra*, (1986-2004) represent birds that are extinct, endangered, and rare. *Terra* was inspired

by the first bird list recorded by 18th century Swedish biologist Carl Linneaus in his *Carolus Linneaus’ Systema Naturae*. Each bird is framed in garbage collected from around the world.

Other works in the collection, including *Sonatina*, *Choice Flower*, and *Dark Organism #100*, reflect the complex and intertwining relationship of flora, fauna, and humans in their complicated design. Bishop says, “*Sonatina* presents the idea that culture comes from the landscape, evolving from natural and man-made alterations. The watercolors on collage are made with Mississippi River water, literally using the landscape to address landscape issues.”

Bishop studied art and philosophy at the University of Kansas. She received her Bachelor of Arts in painting from the University of New Orleans and Master of Fine Arts in painting from Tulane University. She has exhibited and lectured in Europe, Asia, and North and South America. She is a grant recipient of the Pollock-Krasner Foundation and Joan Mitchell Foundation.



The team that worked to install  
"Cairns on the Beach."  
∨

## Stan Herd: Cairns on the Beach

*December 2014 – May 2017, Stolzer Family Foundation Gallery*

Since its installation in December 2014, "Stan Herd: Cairns on the Beach" has seen many changes. The plantings last spring have evolved during the summer and will continue to change as fall approaches

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## Related events

**Artist Talk: Stan Herd**  
**September 3, 5:30 p.m.**

## CALENDAR

All events are at the museum and free and open to everyone unless otherwise noted. For events requiring preregistration, call 785-532-7718 or email [beachart@k-state.edu](mailto:beachart@k-state.edu). More information at [beach.k-state.edu/visit/calendar](http://beach.k-state.edu/visit/calendar). Due to construction on the Kansas State University campus, driving access and parking will be limited in the fall. The museum will remain open regular hours. Check the museum's website, [beach.k-state.edu](http://beach.k-state.edu), or call 785-532-7718 for the latest information.

**September 3, 5:30 p.m.**

**Artist Talk: Stan Herd**

**September 17, 5:30 p.m.**

**Art for Every Home Exhibition Opening**

**September 19, 10 a.m.-5 p.m.**

**K-State Family Day**

Come see the Common Works of Art for 2015, chosen to complement *The Other Wes Moore*, the 2015 KSBN common book. Art and in-gallery activities plus refreshments.

**September 25, 6-9 p.m.**

**Art for Every Home — Recalling Earlier Eras**

The Friends of the Beach Museum of Art's 1950s-themed fundraising gala includes dinner at the Bluemont Hotel followed by dessert and special performances at the museum. Cost is \$125 per person, reservations required.

**October 1, 5:30 p.m.**

**Art by Mail: Associated American Artists**

Art for Every Home Speakers Series presentation by Liz Seaton, curator, Beach Museum of Art.

**October 29, 5:30 p.m.**

**Thomas Hart Benton: The Perils of War**

Art for Every Home Speakers Series presentation by Joan Stack, curator, State Historical Society of Missouri.

**November 5, 5:30 p.m.**

**The American Home of the 1950s**

Art for Every Home Speakers Series presentation by Kristina Wilson, professor of art history, Clark University.



^  
Printmaking workshop.

**November 12, 5:30 p.m.**

**Adult Printmaking Workshop**

Create your own linoleum block holiday cards while enjoying light refreshments. Cost is \$15 per person, \$10 members. Reservations required.

**November 19, 5:30 p.m.**

**Thomas Hart Benton and Hollywood**

Art for Every Home Speakers Series presentation by Erika Doss, professor of American studies, University of Notre Dame.

**December 3, 5:30 p.m.**

**Artist Talk: Climate Strange**

A talk by Jacqueline Bishop.

**December 10, 5:30-8 p.m.**

**K-State Student Study Night**

Need a quiet place to study, complete with snacks? The Beach Museum of Art is the place to be.

## EDUCATION

### Family and Children's programs

Reservations requested.

**September 9, 2-3:30 p.m.**

#### Early Release Workshop

Create animal linoleum block prints inspired by the work of Jacqueline Bishop. For age 5 and up. Cost is \$5 per participant, \$3 for members.

**October 7, 2-3:30 p.m.**

#### Early Release Workshop

Create "Know the Artist" posters using yourself or artists in our collection. For age 5 and up. Cost is \$5 per participant, \$3 for members.

**November 4, 2-3:30 p.m.**

#### Early Release Workshop

Create your dream room after visiting "Art for Every Home." For age 5 and up. Cost is \$5 per participant, \$3 for members.



^  
Create gifts at the Family Holiday Workshop.

**December 6, 1:30-3 p.m.**

#### Family Holiday Workshop

An extravaganza of winter-based art activities to help celebrate the season. This year's theme is nature — think pine cones, snowflakes, and birds. Cost is \$5 per child, \$3 members; reservations not required. Children must be accompanied by an adult.

### ARTSmart Classes

ArtSmart classes and Home School Tuesdays will not be conducted this fall because of construction on the Kansas State University campus. Parking will be extremely limited, but the museum will remain open. Check the museum's website, [beach.k-state.edu](http://beach.k-state.edu), or call 785-532-7718 for the latest information. ArtTotes, the Exploration Station and gallery guides are always available whenever you visit the museum. Classes will resume in January.

### School tours for fall 2015

**NEW:** The Artist's Voice (grades K-6). The work of artist Jacqueline Bishop will allow students to see how an artist can fight for a cause — in this case, better treatment of the natural environment. Students will apply Bishop's artistic techniques of collage and printmaking to their own work about the prairie environment. Funded by the Bramlage Family Foundation.

**NEW:** Shine a Light on Art and Science (grade 1). This tour has been designed as a community resource for USD 383 first-graders learning about the science of light. Students will learn about the spectrum and the difference between the colors of light and pigments, light sources and shadows, and the optics involved in dot matrix printing or pointillist painting.

**NEW:** Home, Sweet Home (all ages). This two-part tour focuses on creating a home in early Manhattan through today. Students will visit the Riley County Historical Museum to learn about early homes in Manhattan and the Beach Museum of Art to view "Art for Every Home" then create their own ideal room.

**ONGOING:** The museum will continue to offer Picturing Kansas (grades K-4), The Intersection of Math and Art, (grades 4-8) and The Fine Art of Observation (all grades). Please visit [beach.k-state.edu/visit/tours](http://beach.k-state.edu/visit/tours) for more information.

Tours are free, available Tuesday-Friday and last approximately 1½ hours. Bus funds are available, provided by donations to the museum.

Contact: Kathrine Schlageck, Senior Educator, [klwalk@k-state.edu](mailto:klwalk@k-state.edu) or 785-532-7718.

*Bus funds are provided by individual and private foundation donations, not government funding. To financially support the bus fund and/or education programs, contact Kathrine Schlageck*



## VTS Workshop for Museum Education Staff and Area Educators

Thanks to funds provided by David and Mindy Weaver, Charles and Sandy Bussing, the Van Swaay Family Foundation, the Manhattan-Ogden Public Schools Foundation, and a grant from the Caroline Peine Foundation, the museum was able to host a Visual Thinking Strategies (VTS) Workshop June 4 and 5.

Yoon Kang O'Higgins and Mary Franco, VTS trainers, facilitated a two-day workshop for the museum's education staff, teachers from Manhattan-Ogden USD 383, educators and students from K-State, the Northeast Kansas Libraries Association, and the Riley County Historical

Society. Participants learned about the basic research behind VTS, as well as special techniques designed to help students and other audiences develop observation, critical thinking, and communication skills. Participants practiced in the museum galleries.

The workshop is part of a long-term project to share VTS with area school districts. During the coming year, educators will use VTS in their classrooms or with special projects, with coaching from museum staff. The museum will also provide free VTS tours, with bus funds covered, for the classes of all workshop participants.

## DONOR SPOTLIGHT



^  
Dale and Susanne Bradley in the Beach Museum of Art's Hempler Gallery. Dale Bradley serves as the chair of the Beach Museum Board of Visitors.

The Marianna Kistler Beach Museum of Art Board of Visitors has played a crucial role in supporting the museum since its establishment. Members of the group were instrumental in raising funds and enthusiasm for the initial construction of the museum nearly 20 years ago.

During the past 19 years, the board has continued to provide the steady stream of financial support for staffing, programs and art acquisitions that make for a dynamic, growing museum of art. Most recently, the board funded a young museum professional position for a recent K-State graduate. Individual members helped make possible the acquisition of an important painting by John Stuart Curry.

State support for the arts and higher education has steadily diminished. The museum relies on private support to fulfill its mission to the campus, the community and beyond.

Board members usually gather twice a year for special events. Recent events have included a Kansas City private collections tour, evenings and luncheons with artists, and a special performance at the Konza Prairie. Intimate gatherings with two important regional artists are planned for this coming academic year: "crop artist" Stan Herd in October, and National Geographic photographer Jim Richardson in April.

To join the board, a minimum commitment of \$2,500 annually is required. For more information, contact Linda Duke at 785-532-7718 or [lduke@k-state.edu](mailto:lduke@k-state.edu), or Tracy Robinson at 785-532-7568 or [tracyr@found.ksu.edu](mailto:tracyr@found.ksu.edu).

### Beach Museum of Art Board of Visitors

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## FRIENDS OF THE BEACH MUSEUM OF ART



Beth Kesinger, *President*

My favorite time of the year is quickly approaching. The long hot days of summer will soon give way to shorter days and the crisp cool evenings of autumn. The streets of Manhattan and Aggieville will soon be much busier with students returning to school. There will be football, marching bands, tailgating and the beautiful colors of fall.

In addition to the excitement of school starting, the Beach Museum of Art has an exciting new traveling exhibition opening on September 15. Said museum director Linda Duke, "It is relatively rare

for a small university art museum to have an opportunity to organize a major touring exhibition accompanied by a scholarly catalog ... Art for Every Home: Associated American Artists is such a project." Curator and project director Liz Seaton and all of the Beach Museum staff have worked for several years on this project. We hope you will come enjoy this exhibition and bring your friends and families.

Also happening at the Beach this fall is our gala on September 25. This year's event looks to be another fun and exciting evening at the museum thanks to the hard work of Micky Jensen and her committee. Buy your tickets and tell your neighbors. Come join us in celebration of "Art for Every Home."

See you at the Beach!

**Beth Kesinger, *President 2015-16***

### Art for Every Home—Recalling Earlier Eras

*Friday, September 25, 2015*

Friday evening, September 25, 2015, the Friends of the Beach Museum of Art will host its annual gala at the Bluemont Hotel and in the beautiful Beach Museum of Art. The evening's theme is "**Art for every home — Recalling earlier eras,**" and the event will feature the very special exhibition of *Art for Every Home: Associated American Artists*. The evening begins at 6 p.m. at the Bluemont Hotel with heavy appetizers and entertainment, then continues at the museum with dessert and lively entertainment by campus performers, including the K-State Faculty JAZZtet.

Proceeds from the event are used to purchase Kansas and regional art for the museum's collection. Tickets are \$125 per person; register on line at [www.found.ksu.edu/rsvp/beach](http://www.found.ksu.edu/rsvp/beach) or call 785-532-7718 by Friday, September 11.

#### Friends of the Beach Museum of Art Board of Directors

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## COMMON WORKS OF ART



Annually, the Kansas State Book Network, or KSBN, chooses a book that is given to all incoming students. *The Other Wes Moore* by Wes Moore was selected as the K-State Common Book for the 2015-16 academic year. With assistance from the KSBN selection committee, two works of art that mirror the themes found in the book have been selected as the Common Works of Art. *Miosis* (2000), an earthenware piece by former K-State student Jarod Morris, and a 2001 untitled painting by Tom Kretz will be on display through July 2016.

**BEACH**  
**MUSEUM OF ART**

**FREE admission and parking**  
14th & Anderson, Manhattan, KS  
785.532.7718 | [beach.k-state.edu](http://beach.k-state.edu)  
Tues. - Wed., Fri. - Sat. 10-5 | Thurs. 10-8 | Sun. 12-5

To receive Beach Museum of Art news electronically, email [beachart@k-state.edu](mailto:beachart@k-state.edu)

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