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ART LENDING

11/28/79 NEUELSO

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KATE KELLER

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ART LENDING 11/28/79 NEVELSON ②

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KATE KELLER

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ART LEADING 11/28/79 NEVELSON ③

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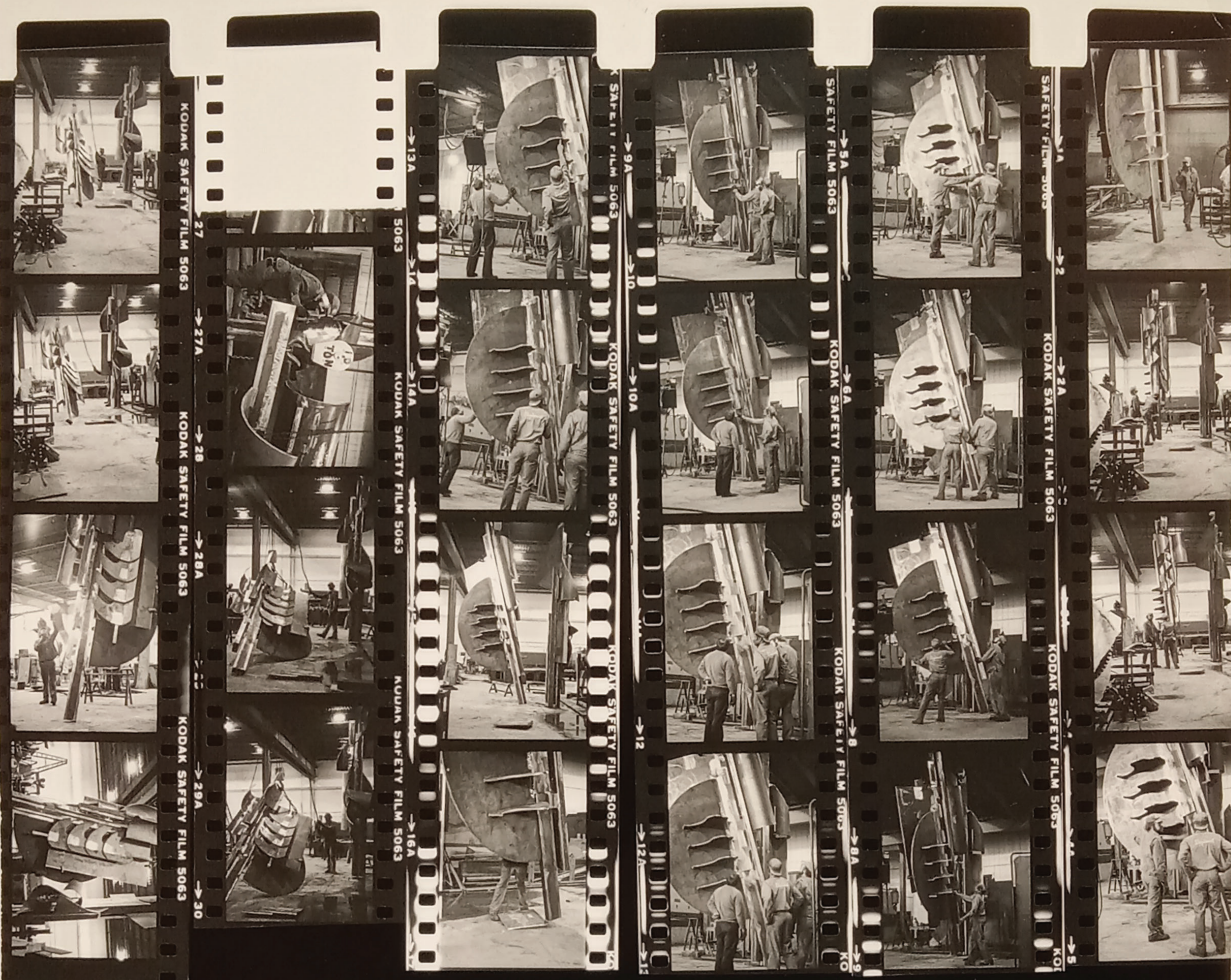
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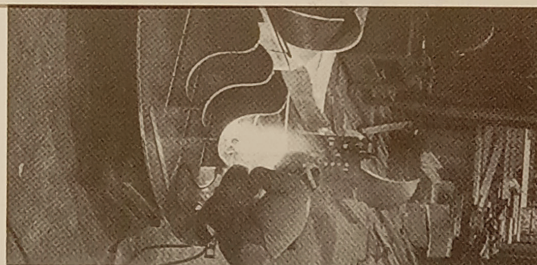
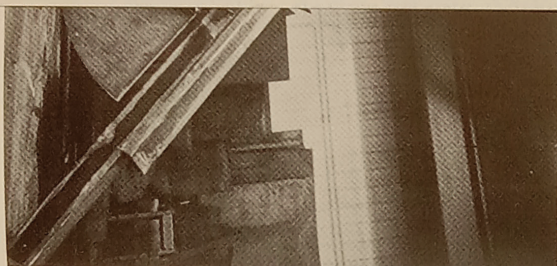
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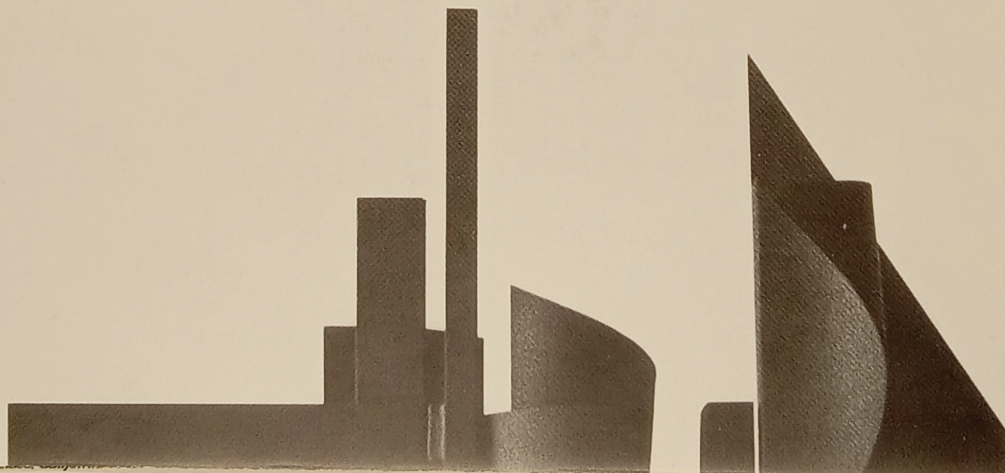
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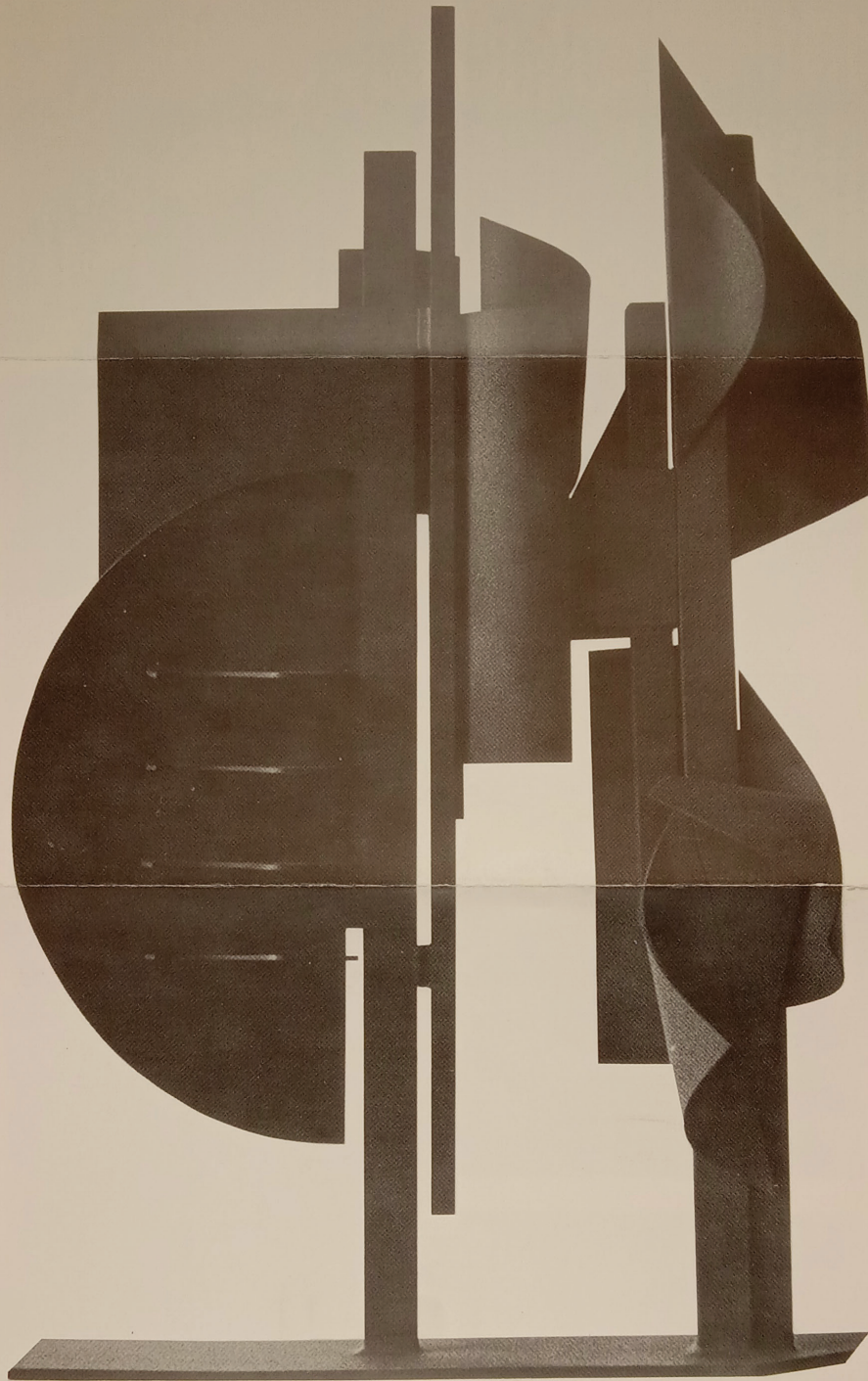
Nevelson



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Nevelson

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Dedication of Sky Landscape II

Remarks by

Ralph Lazarus, Chairman of the Board
Federated Department Stores, Inc.

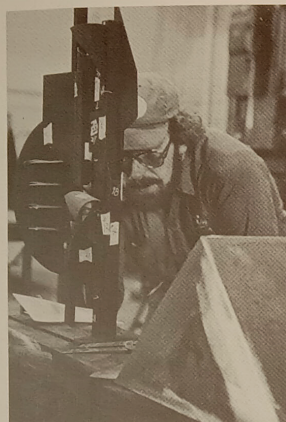
January 22, 1980

This sculpture is for the people of Cincinnati. It is a symbol of our pledge to do our best to help make the future bright for all Cincinnatians.

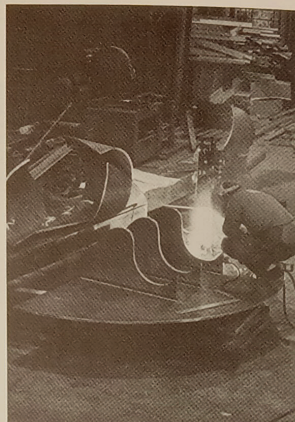
In a larger sense, it is a symbol of our pledge to all American cities. Our divisions serve most of the major cities of our country. Many of them have been doing so for more than one hundred years. One hundred years from today we will still be serving America's cities and the people who live and work in them. Our commitment is deep. And it is as lasting as I expect this fine piece of art to be.

We chose Louise Nevelson to design this sculpture because she is uniquely an urban artist. Louise Nevelson Park is one of the most interesting threads in the fabric of New York City. Her works also grace cities as large as Los Angeles and as small as Bloomington, Indiana. Each is different. Yet each says something fundamental about urban life as it is today and as it will be in the future. Each is complex, optimistic and enduring.

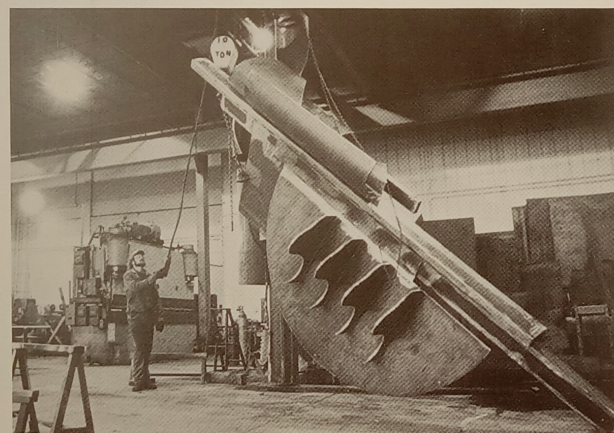
These are also the characteristics of Cincinnati and other American cities. Urban life is complex. We see and hear about the problems in the news every day. The problems are very real. There are no simple solutions. But people from all segments of life can solve complex problems by working together. Together we can build the kind of consensus solutions that lead to harmony and peace. This is a time for builders. No person and no single-interest group can build alone. Together we can.



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Knowing this makes us optimistic. With a building spirit, and with the harmony and peace it can bring, cities will endure.

Mrs. Nevelson calls this sculpture "Sky Landscape II." We think it is an appropriate addition to the landscape of Cincinnati. We hope all of our fellow citizens will enjoy it.

"Louise Nevelson's confidence in her own artistic talents has provided her the astonishing energy with which she has carried out her prolific career."

"From early student days to her work with Diego Rivera in the early 1930's, through a determined development of her own style, critical acclaim came quickly for Nevelson, but formal recognition by museums and collectors had to wait until the 1950's when major exhibitions and purchases began to bring her international attention."

"Nevelson's style embodies many 'schools' of thought — Cubism, Surrealism, Constructivism — but her statement remains her own: a joy in the discovery of the wholeness and uniqueness of all things great and small."

"We are honored to have the opportunity to live with a labor of one of the world's great artists and people."

Robert Stearns
Director
The Contemporary Arts Center

Photo Captions

- 1 Fabricator at Lippencott Foundry, North Haven, Connecticut, referring to the maquette (model) of Sky Landscape II before construction begins.
- 2 Sky Landscape II in its early stages of fabrication.
- 3 Sky Landscape II being hoisted into an upright position at the foundry for the final steps of construction.
- 4 Mrs. Nevelson and fabricator discussing final refinements of Sky Landscape II at Lippencott Foundry.

ABRAHAM & STRAUSS, Brooklyn, New York BLOOMINGDALES, New York New York BOSTON STORE, Milwaukee, Wisconsin BULLOCK'S, Los Angeles, California
BULLOCK'S NORTHERN CALIFORNIA, Palo Alto, California BURENS, Miami, Florida FLENE'S, Boston, Massachusetts FOLEY'S, Houston, Texas GOLD CIRCLE, Columbus, Ohio
GOLD TRIANGLE, Miami, Florida GOLDSMITH'S, Memphis, Tennessee LAZARUS, Columbus, Ohio LEVY'S, Tucson, Arizona
I MAGNIN, San Francisco, California RALPH'S, Los Angeles, California RICE'S, Atlanta, Georgia RICE'S, Dayton, Ohio SANGER-HARRIS, Dallas, Texas SHILLITO'S, Cincinnati, Ohio

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News from Federated Department Stores, Inc.

Cincinnati, Ohio 45202

FOR IMMEDIATE RELEASE

December 19, 1979
CONTACT: Meg Whittemore
513/579-7700

CINCINNATI, December 19, 1979 -- The City of Cincinnati has approved the installation of an original Louise Nevelson sculpture at the main entrance to Federated Department Stores' home office building on 7 West Seventh Street.

Attached is a series of questions and answers about the sculpture and other aspects of the arts program Federated has undertaken.

For further information or a tour of the building, please contact Meg Whittemore, Federated Public Relations Project Manager.

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ABRAHAM & STRAUSS, Brooklyn, New York BLOOMINGDALE'S, New York, New York BOSTON STORE, Milwaukee, Wisconsin BULLOCK'S, Los Angeles, California
BULLOCK'S NORTHERN CALIFORNIA, Palo Alto, California BURDINE'S, Miami, Florida FILENE'S, Boston, Massachusetts FOLEY'S, Houston, Texas GOLD CIRCLE, Columbus, Ohio
GOLD TRIANGLE, Miami, Florida GOLDSMITH'S, Memphis, Tennessee LAZARUS, Columbus, Ohio LEVY'S, Tucson, Arizona
L. MAGNIN, San Francisco, California RALPH'S, Los Angeles, California RICH'S, Atlanta, Georgia RIKE'S, Dayton, Ohio SANGER-HARRIS, Dallas, Texas SHILLITO'S, Cincinnati, Ohio

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In a continuing effort to support the arts, Federated Department Stores, Inc., has developed a graphic and fine arts program for its home office building in Cincinnati.

Included in the program are regional artists, graphic artists, world-renowned sculptress Louise Nevelson, and internationally known Dutch artist Karel Appel.

LOUISE NEVELSON SCULPTURE

1. Who is Louise Nevelson?

Louise Nevelson, 80, is a New York City sculptress. Her work includes paintings, prints and sculptures. Her sculptures are usually large and exhibited outdoors.

Ms. Nevelson's sculptures are displayed in New York, Cambridge, Massachusetts, Scottsdale, Arizona, San Francisco, and in museums throughout the world.

2. Why was Louise Nevelson commissioned by Federated?

During the construction of the new home office building it was decided by the Federated corporate management that a sculpture placed outside the main entrance to the building would be an appropriate addition to the fine arts program being developed. That program included a work by a major artist for display in the lobby, contemporary graphics throughout the operating floors of the building, and a selection of work produced by regional Ohio artists for display on the 20th and 21st floors.

Ms. Nevelson was chosen because her work best complemented the contemporary image of the building's exterior.

3. How was Ms. Nevelson chosen?

The Art Advisory Service of The Junior Council of The Museum of Modern Art, New York, New York, supplied a list of several artists and sculptors. Ms. Nevelson was chosen from that list by Federated's chairman of the board, Ralph Lazarus.

4. When was she commissioned?

Ms. Nevelson was commissioned in June, 1979 through her agent, The Pace Gallery of New York, Inc.

5. When was it decided to add a sculpture to the building plans?

Erecting a piece of major artwork outside the building entrance was not included in the original plans for the building. Inclusion of the Nevelson sculpture occurred with the development of the arts program.

6. What will it look like?

The sculpture is named Sky Landscape II and stands 18 feet high, is ten feet wide and three feet deep. While its appearance is exemplary to other Nevelson works, its actual lines and form do not resemble any of the sculptures' former pieces.

It is contemporary, painted black and made from several different sized shapes and pieces.

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7. Is there a Sky Landscape I?

Yes. Ms. Nevelson made the maquettes for Both Sky Landscape I and Sky Landscape II in 1976. Neither sculpture resembles the other. The sculptress frequently uses similar names for her pieces but that does not mean that the pieces are part of a series.

8. When will it arrive in Cincinnati?

The sculpture is tentatively scheduled to arrive in Cincinnati in mid-January 1980.

9. Where will it be placed?

The sculpture will be permanently placed on the expanded sidewalk of Seventh Street, northeast of the building lobby, outside the main entrance.

10. Will the artwork be lighted at night?

The piece will be lighted only by the existing streetlights.

11. What other works has Ms. Nevelson done?

Nevelson is probably best known for her compartmentalized wooden assemblages of the 1960's. She has been active in the print and paint media over the past several years. Most recently, however, her monumental steel sculptures have monopolized her time.

Some of her sculptures are exhibited in Central Park, New York City, the chapel in the Citicorp Building, New York City, Nevelson Park, New York City, Embarcadero Center, San Francisco, Massachusetts Institute of Technology, and the United States General Services Administration, Philadelphia.

Her one-woman exhibits have been held around the world.

12. What is the sculpture made of?

The artwork is made of cor-ten steel, an alloy. The finished piece is painted black.

13. How was it made?

The first step was to make a "maquette," a wooden scale model of the sculpture. Since the finished piece included many smaller pieces, the maquette is used as a pattern.

The model serves as a direct guide when cutting the sculpture from steel. That step is handled by the Lippincott Foundry in North Haven, Connecticut.

Under the supervision of Ms. Nevelson, the steel pieces are welded, one by one, until the sculpture is completed. The work is then painted black.

14. Where was it made?

The maquette was designed in Ms. Nevelson's studio in New York City. The fabrication of the final artwork was conducted at the Lippincott Foundry in North Haven, Connecticut.

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15. Is there anything else like it in Cincinnati?

This is an original Louise Nevelson sculpture and the only one of its kind in Cincinnati.

The Cincinnati Art Museum owns seven Nevelson prints and one sculpture. The sculpture is a 1974 piece, a wooden assemblage, entitled Nightscape III. It is on display at the museum. The prints are available for viewing by appointment.

16. Will it rust?

The sculpture is painted black and therefore will not rust.

17. How will it be shipped to Cincinnati?

The sculpture will be transported by truck.

18. Once the sculpture arrives, how long will it take to install?

It will take about one full week to install the piece. It will be permanently anchored into a concrete slab. The slab will then be faced with granite.

19. How much does the sculpture weigh?

The estimated weight is 3,800 pounds.

20. General biography of Louise Nevelson:

1899: Born in Kiev, Russia.
 1905: Family moves to United States. Settled in Rockland, Maine.
 1918: Graduated from Rockland High School.
 1920: Married Charles Nevelson. Moved to New York.
 1941: First one-woman show at Nierendorf Gallery, NYC.
 1966: Honorary degree, Doctor of Fine Arts, from Western College for Women, Oxford Ohio
 1969: Commissioned by Princeton University to do first monumental cor-ten steel work.
 1972: Honorary degree, Doctor of Fine Arts, Rutgers University, New Brunswick New Jersey.
 1973: Commission of cor-ten steel sculpture, entitled Sky Covenant, for Temple Israel, Boston, Massachusetts.
 Commission of Atmosphere and Environment XIII (Windows to the West) for Scottsdale, Arizona.
 Commission of cor-ten steel sculpture, entitled Dawn's Column, for Binghamton, New York.
 1975: Commission, entitled Bicentennial Dawn, for U.S. General Services Administration, James A. Byrne Federal Courthouse, Philadelphia, Pennsylvania.
 Commissioned by I. M. Pei for Massachusetts Institute of Technology, Cambridge, Massachusetts, cor-ten steel sculpture, painted black, entitled Transparent Horizon.
 1976: Commission, entitled Sky Tree, for Embarcadero Center, cor-ten steel sculpture, painted black.

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KAREL APPEL TAPESTRY

1. Who is Karel Appel?

Karel Appel is an internationally known Dutch artist. Appel is most often referred to as an Abstract Expressionist painter because of his bold, forceful use of color in abstract forms. Most of his paintings are done on a large scale.

2. What is the name of the tapestry?

The work is entitled Smiling Together.

3. What is the tapestry made of?

The piece is made of handwoven silk.

4. Is the artist a painter or a weaver?

Karel Appel is a painter. This tapestry was taken from an acrylic painting done by Appel.

5. How was the painting transformed into the tapestry?

Modern Masters Tapestries, Inc., is a New York firm that works with the artist in translating from paint to woven form. Modern Masters conferred with Appel during the process.

6. Where is the tapestry displayed?

Smiling Together is located at the rear of the elevator lobby.

7. What are its dimensions?

The dimensions are eight feet by six feet six inches.

8. How was the Appel tapestry chosen.

Under the guidance of the Art Advisory Service of The Junior Council of The Museum of Modern Art in New York, eight to ten artists were presented as possible candidates. From that list, Appel was chosen by Federated's senior management.

9. Why was a tapestry chosen over a painting?

The intention for the lobby area was to highlight and brighten a rather austere environment by introducing texture and warmth. It was felt that Appel's tapestry accomplished both intentions.

10. How long does it take to translate a painting into a tapestry?

The process takes about three to four months, according to Modern Masters Tapestries.

11. When was the tapestry installed?

The artwork was hung in early September.

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12. What is Appel's background?

The artist was born in Amsterdam and studied at the Royal Academy of Fine Arts in Amsterdam. After World War II he and fellow artists formed a group called CoBrA. Its purpose was to speak out against the atrocities of war. The group also rebelled against the geometric art that was popular at that time.

Appel's style is contemporary, large and abstract. He uses color boldly. Besides his primary medium of painting, Appel does sculpture and wall reliefs.

13. Where has he exhibited?

Appel's work is exhibited in museums throughout the world, including the Museum of Modern Art and the Guggenheim Museum in New York.

14. Is this a one-of-a-kind tapestry?

Our Smiling Together is one of ten tapestries produced in a limited edition.

15. General biography of Karel Appel:

1921: Born in Amsterdam.

1940-

1943: Studied at the Royal Academy of Fine Arts, Amsterdam.

1946: First one-man exhibition at the Beerenhuis in Groningen, Holland.

1949: The mural Questioning Children commissioned for the cafeteria of the City Hall of Amsterdam.

1953: The Palais des Beaux-Arts gives first one-man exhibition in Brussels, Belgium.

1954: The U.N.E.S.C.O. prize is awarded to Appel in Venice.

1957: First trip to America and Mexico.

1960: Appel becomes the youngest artist to receive the Guggenheim International Award.

1971: Appel begins a series of large-scale sculptures in polychromed aluminum in the United States.

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OHIO ARTISTS

1. How were they chosen?

Regional artists were contacted. Twenty-five artists were included in a list compiled by the director of the Cincinnati Contemporary Art Center. Works from each artist were delivered to Federated's home office building where final selections were made.

2. What media are displayed?

Many media are represented - acrylics, oils, watercolors, collages, prints, even beeswax on canvas. There are no sculptures or photographs included.

3. Where are the works displayed?

The original artworks are hung on the walls of the 20th and 21st floors.

4. How many artists are represented?

In all, there are twenty-one artists represented.

5. What are the central themes exhibited?

There are no "themes" as such. All of the works are contemporary in nature.

6. What was the criteria used in selection?

The selections were based upon how well the painting complemented the rust color of the walls and the available lighting situation. Subject matter was also a consideration.

7. How long did it take to make the final selections?

The initial review process began in September with final selection approved in late October.

8. When were the pieces displayed?

The paintings were hung on display on October 24, 1979, for the Federated board meeting and the Civic Reception.

9. What is the philosophy behind using regional artists?

Federated supports any opportunity to highlight the community artists and their contribution to Cincinnati. As part of its arts program, Federated strove to take part the increasingly important artistic efforts in this community.

10. Are the paintings owned by Federated?

Yes.

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11. Will the paintings be rotated?

The works will be rotated periodically.

12. What are the names of the artists whose work is displayed?

Tony Bachelor	20th Floor
Tom Bartushintz	20th Floor
Dan Boldman	21st Floor
Darrell Brothers	21st Floor
Mildred Fischer	20th Floor
Stuart Fink	20th Floor
Stuart Goldman	20th Floor
Ali Hansen	20th Floor
Dennis Harrington	20th Floor
Frank Herrmann	20th Floor
Lance Kinz	20th Floor
Robert Knipshield	20th & 21st Floors
Kim Krause	21st Floor
Kate Maynard	20th Floor
Anne Miotke	20th Floor
Connie McClure	20th Floor
Sandy Rosen	21st Floor
John Stark	20th Floor
Michael Scott	21st Floor
John Stewart	20th Floor
McCrystal Wood	20th Floor

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POSTER ART

1. Where are the poster art graphics displayed?
The framed posters are displayed throughout the operating floors of Federated's home office building.
2. What kind of subject matter is reflected in the selection?
There is no central theme to the posters. Many are reproductions of art exhibit notices. All of the graphics reflect the contemporary nature of the office furniture and decor.
3. Who selected the graphics?
The Walker Group, New York, made the selections for the wall hangings.
4. How long did the selection process take?
Thirty days.
5. How many graphics are displayed?
Between 200 and 225 are displayed throughout the operating floors of the building.
6. Were the graphics purchased?
All of the graphics were purchased by Federated.