



# Smithsonian

*Archives of American Art*

## Oral history interview with Sylvan Cole

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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Oral history interview with Sylvan Cole
<b>Date:</b>	2000 June-October
<b>Identifier:</b>	AAA.cole00
<b>Creator:</b>	Cole, Sylvan (Interviewee) Berman, Avis (Interviewer)
<b>Extent:</b>	83 Pages (Transcript)
<b>Language:</b>	English .
<b>Digital Content:</b>	<a href="#">Digital Content: Oral history interview with Sylvan Cole, 2000 June-October, Transcript</a> <a href="#">Audio: Oral history interview with Sylvan Cole, 2000 June-October, Digital Sound Recording (Excerpt)</a>

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## Administrative Information

### Acquisition Information

This interview is part of the Archives of American Art Oral History Program, started in 1958 to document the history of the visual arts in the United States, primarily through interviews with artists, historians, dealers, critics and administrators.

### Available Formats

Transcript available on-line.

### Restrictions

Transcript available on the Archives of American Art website.

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## Biographical / Historical

Sylvan Cole (1918-2005) was an art dealer and writer of New York, New York.

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## Scope and Contents

An interview of Sylvan Cole conducted 2000 June-October, by Avis Berman, for the Archives of American Art.

## Scope and Contents

The interviews took place over five sessions in New York, New York. Cole discusses the history of Associated American Artists, the gallery for whom he began working in 1946, and its marketing techniques, customer base, and personalities, such as its founder, Reeves Lewenthal. He also traces his own development as a dealer in prints after he left AAA and recalls many artists and other figures in the art world, including Will Barnet, Werner Drewes, Richard Florsheim, Helen Frankenthaler, David Hockney, Hans Hofmann, Edward Hopper, Una Johnson, Jacob Kainen, Jack Levine, William S. Lieberman, Robert Motherwell, and Raphael Soyer.

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## General

Originally recorded on 5 sound cassettes. Reformatted in 2010 as 10 digital wav files. Duration is 7 hr., 6 min.

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## General

Sound quality is fair; beginning and endings of tapes tend to be garbled and low.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

Prints -- Marketing

### Types of Materials:

Interviews  
Sound recordings

### Names:

Associated American Artists  
Barnet, Will, 1911-2012  
Drewes, Werner, 1899-1985  
Florsheim, Richard A., 1916-1979  
Frankenthaler, Helen, 1928-2011  
Hockney, David  
Hofmann, Hans, 1880-1966  
Hopper, Edward, 1882-1967  
Johnson, Una E.  
Kainen, Jacob  
Levine, Jack, 1915-2010  
Lewenthal, Reeves, 1909-1987  
Lieberman, William Slattery, 1924-  
Motherwell, Robert  
Soyer, Raphael, 1899-1987

Occupations:

Art dealers -- New York (State) -- New York  
Authors -- New York (State) -- New York