



# Smithsonian

*Archives of American Art*

## Oral history interview with Peter Goulds

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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Oral history interview with Peter Goulds
<b>Identifier:</b>	AAA.goulds08
<b>Date:</b>	2008 Mar.24-July 28
<b>Creator:</b>	Goulds, Peter (Interviewee) Morgan, Susan Ford (Interviewer)
<b>Extent:</b>	5 Items (Sound recording, master: 5 sound files (3 hr., 39 min.); digital, wav file) 56 Pages (Transcript)
<b>Language:</b>	English .
<b>Digital Content:</b>	<a href="#">Digital Content: Oral history interview with Peter Goulds, 2008 Mar.24-July 28, Transcript</a> <a href="#">Audio: Oral history interview with Peter Goulds, 2008 Mar.24-July 28, 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 is available on the Archives of American Art's website.

### Restrictions

This transcript is open for research. Access to the entire audio recording is restricted. Contact Reference Services for more information.

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## Biographical / Historical

Peter Goulds (1948- ) is the founding director of Louver Gallery and L.A. Louver Gallery in Venice, Calif. Susan Ford Morgan is a writer in Los Angeles, Calif.

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## Scope and Contents

An interview of Peter Goulds conducted 2008 Mar. 24 and July 28, by Susan Ford Morgan, for the Archives of American Art at L.A. Louver Gallery, in Venice, Calif.

## Scope and Contents

Goulds discusses growing up in Islington, London U.K. and the influence of his family; his work as a youth in the London theater world and interest in jazz; his time studying at the Walthamstow School of Art, the Coventry School of Art and the Manchester School of Art; his interest in typographic art and introduction to structuralism; his interest in the fields of communication design, experimental video and film; his time teaching an introductory art and design class at UCLA; his wife Liz and the opening of his gallery L. A. Louver in Venice, California, as well as the origin of the gallery's name. Goulds also describes the growth of his gallery in Venice and subsequent expansions and renovations; the Louver Gallery in New York City and its closing in 1993; the many challenges of running a gallery in Venice in the '70s; his opinions about art fairs and the current state of the art business as contrasted with when he began along with the gallery's "Rogue Wave" program for new artists. Goulds also recalls David Hockney, Mitsuru Kataoka, Morris Zaslavsky, Jake Zeitlin, Kate Steinitz, and Lili Lakich along with Ron Kitaj, Ken Price, Mark di Suvero, Ed and Nancy Kienholz, Kimberly Davis, Chris Pate, Fred Fisher, and Sean Kelly among others.

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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:

Gallery directors -- California -- Los Angeles -- Interviews

Types of Materials:

Interviews  
Sound recordings

Names:

L.A. Louver Gallery