



# Smithsonian

*Archives of American Art*

## A Finding Aid to the Irving Blum Gallery and Ferus Gallery Announcements, 1961-1973, in the Archives of American Art

Jayna M. Hanson

Funding for the processing and digitization of this collection  
was provided by the Terra Foundation for American Art

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<https://www.aaa.si.edu/services/questions>  
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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Irving Blum Gallery and Ferus Gallery announcements
<b>Date:</b>	1961-1972
<b>Identifier:</b>	AAA.irviblum
<b>Creator:</b>	Irving Blum Gallery
<b>Extent:</b>	0.2 Linear feet
<b>Language:</b>	English .
<b>Summary:</b>	The Irving Blum Gallery and Ferus Gallery announcements consist of 32 announcements for exhibitions at the Los Angeles Ferus Gallery (1957-1966) and its successor the Irving Blum Gallery (1966-circa 1972). Exhibition announcements are for many exhibitions of southern California contemporary and pop artists, as well as New York artists. Artists represented by announcements include John Altoon, Don Bachardy, Larry Bell, Billy Al Bengston, Robert Irwin, Jasper Johns, Donald Judd, Craig Kauffman, Roy Lichtenstein, Edward Moses, Kenneth Noland, Ad Reinhardt, Ed Ruscha, Frank Stella, and Andy Warhol, among others.

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## Administrative Information

### Provenance

Mrs. Rochella Orchard donated the Ferus Gallery and Irving Blum Gallery announcements on February 22, 1979.

### Related Material

Also found at the Archives of American Art is an oral history interview with Irving Blum conducted by Paul Cummings on May 31-June 23, 1977.

### Alternative Forms Available

This site provides access to the records of **Irving Blum Gallery (Los Angeles, Calif.)** in the Archives of American Art that were digitized in 2009. The records have been scanned in their entirety, and total 32 images.

### Processing Information

The collection was microfilmed on reel 3002 upon receipt. Later, the collection was fully processed and described by Jayna Hanson in October 2008 and scanned in 2009 with funding provided by the Terra Foundation for American Art.

### Preferred Citation

Irving Blum Gallery and Ferus Gallery and announcements, 1961-1972. Archives of American Art, Smithsonian Institution.

## Restrictions on Access

The collection has been digitized and is available online via AAA's website.

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## Historical Note

In 1957, Walter Hopps (1932-2005) and Edward Kienholz (1927-1994) opened the contemporary art Ferus Gallery on North La Cienega Boulevard in Los Angeles, California. Kienholz sold his share to Irving Blum (b. 1930) one year later. Hopps left in 1962 to become curator and, later, director of the Pasadena Art Museum. Ferus Gallery closed in 1966 and Irving Blum maintained sole ownership and changed the gallery's name to Irving Blum Gallery.

Ferus Gallery was the first gallery in the Los Angeles area to show contemporary American art, and focused heavily on contemporary Southern California artists, such as John Altoon, Larry Bell, Billy Al Bengston, Wallace Berman, Robert Irwin, Craig Kauffman, Ed Kienholz, Ed Moses, Richard Ruben, among many others. Likewise, Ferus Gallery helped to solidify the reputations of many established New York artists, including Roy Lichtenstein, Jasper Johns, Frank Stella, Richard Diebenkorn, Andy Warhol, and others.

The inaugural exhibition at the Ferus Gallery was "Objects on the New Landscape Demanding of the Eye" (March 15 - April 11, 1957), a group show including the work of Frank Lobdell, Jay DeFeo, Craig Kauffman, Richard Diebenkorn, John Altoon and Clyfford Still. Los Angeles artists who had their first solo shows at the gallery included: Wallace Berman (1957), Billy Al Bengston (1958), Ed Moses (1958), Robert Irwin (1959), John Mason (1959), Kenneth Price (1960), Llyn Foulkes (1962), Larry Bell (1962) and Ed Ruscha (1963).

In 1957 the gallery was temporarily closed after LAPD officers arrested and charged Wallace Berman with obscenity over work in his exhibition. It was his first and last solo show.

In 1962 "Andy Warhol: Campbell's Soup Cans" was Andy Warhol's first solo pop art exhibition and the first exhibition of the Soup Cans. Five of the canvases sold for \$100 each, but Blum bought them back to keep the set intact.

Irving Blum designed many of the exhibition announcements for the gallery with a graphic aesthetic.

In 2007, "The Cool School" was released, a documentary film about the Ferus Gallery and its eccentric artists.

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## Scope and Content Note

The Irving Blum Gallery and Ferus Gallery announcements consist of 32 announcements for exhibitions at the Los Angeles Ferus Gallery (1957-1966) and its successor the Irving Blum Gallery (1966-circa 1972). Exhibition announcements are for many exhibitions of southern California contemporary and pop artists, as well as New York artists. Artists represented by announcements include John Altoon, Don Bachardy, Larry Bell, Billy Al Bengston, Robert Irwin, Jasper Johns, Donald Judd, Craig Kauffman, Roy Lichtenstein, Edward Moses, Kenneth Noland, Ad Reinhardt, Ed Ruscha, Frank Stella, and Andy Warhol, among others.

Although these announcements are scattered, they provide insight to and documentation of the southern California LA art scene and the Beat era. The exhibition announcements themselves are quite unique.

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## Arrangement

The collection is arranged as 2 series:

Missing Title:

- Series 1: Ferus Gallery Announcements, 1961-1965 (Box 1; 20 folders)
  - Series 2: Irving Blum Gallery Announcements, 1969-1972 (Box 1; 12 folders)
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## Names and Subject Terms

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

Names:

Altoon, John, 1925-  
Bachardy, Don, 1934-  
Bell, Larry, 1939-  
Bengston, Billy Al  
Ferus Gallery (Los Angeles, Calif.)  
Irwin, Robert, 1928-  
Johns, Jasper, 1930-  
Judd, Donald, 1928-  
Kauffman, Craig, 1932-2010  
Lichtenstein, Roy, 1923-1997  
Moses, Ed, 1926-  
Noland, Kenneth, 1924-  
Reinhardt, Ad, 1913-1967  
Ruscha, Edward  
Stella, Frank  
Warhol, Andy, 1928-

Functions:

Art galleries, Commercial -- California

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## Container Listing

### Series 1: Ferus Gallery Announcements, 1961-1965

#### 20 Folders (Box 1)

Scope and Contents: Exhibition announcements for Ferus Gallery arranged in chronological order. Exhibition announcements for Ferus Gallery arranged in chronological order.

Box 1, Folder 1	<a href="#">John Altoon and Richard Ruben, 1961 September 18</a>
Box 1, Folder 2	<a href="#">Robert Irwin, 1962 May 8</a>
Box 1, Folder 3	<a href="#">John Altoon, 1962 October 15</a>
Box 1, Folder 4	<a href="#">Billy Al Bengston, 1962 November 12</a>
Box 1, Folder 5	<a href="#">Joseph Cornell, 1962 December 10</a>
Box 1, Folder 6	<a href="#">Frank Stella, 1963 February 18</a>
Box 1, Folder 7	<a href="#">Roy Lichtenstein, 1963 April 1</a>
Box 1, Folder 8	<a href="#">Edward Moses, 1963 April 29</a>
Box 1, Folder 9	<a href="#">Altoon, Bell, Bengston, Defoe, Irwin, Kauffman, Lobdell, Mason, Moses, Price, Ruben, Ruscha, 1963 June 17</a>
Box 1, Folder 10	<a href="#">Larry Bell, 1963 November 4</a>
Box 1, Folder 11	<a href="#">Kenneth Price, 1964 March 3</a>
Box 1, Folder 12	<a href="#">Robert Irwin, 1964 April 7</a>
Box 1, Folder 13	<a href="#">Streeter Blair, 1964 May 4</a>
Box 1, Folder 14	<a href="#">Josef Albers, 1964 September 15</a>
Box 1, Folder 15	<a href="#">Philip Rich, 1965 January 5</a>
Box 1, Folder 16	<a href="#">Frank Stella, 1965 January 26</a>
Box 1, Folder 17	<a href="#">Larry Bell, 1965 October 26</a>
Box 1, Folder 18	<a href="#">Edward Ruscha, 1965 November 16</a>
Box 1, Folder 19	<a href="#">Richard Ruben, circa 1961</a>

Box 1, Folder 20

[Billy Al Bengston, circa 1961](#)

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## Series 2: Irving Blum Gallery Announcements, 1969-1972

### 12 Folders (Box 1)

Scope and Contents: Exhibition announcements for the Irving Blum Gallery arranged in chronological order.

Box 1, Folder 21	<a href="#">Donald Judd, 1969 September 16</a>
Box 1, Folder 22	<a href="#">Kelly, Morris, Reinhardt, Stella, Warhol, 1969 December 9</a>
Box 1, Folder 23	<a href="#">Don Bachardy, 1970 March 10</a>
Box 1, Folder 24	<a href="#">Jasper Johns, 1970 April 21</a>
Box 1, Folder 25	<a href="#">Michael Balog, 1970 November 3</a>
Box 1, Folder 26	<a href="#">Thirties Style: Paintings, Sculpture, Decorative Images, 1970 December 8</a>
Box 1, Folder 27	<a href="#">Richard Diebenkorn, 1971 January 12</a>
Box 1, Folder 28	<a href="#">Frank Stella, 1971 November 9</a>
Box 1, Folder 29	<a href="#">Kenneth Noland, 1971 November 9</a>
Box 1, Folder 30	<a href="#">Tom Holste, 1972 January 18</a>
Box 1, Folder 31	<a href="#">John Duff, 1972 November 14</a>
Box 1, Folder 32	<a href="#">Craig Kauffman, 1972 December 12</a>

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