



# Smithsonian

*Archives of American Art*

## A Finding Aid to the Joan Kron Papers, 1959-1971, in the Archives of American Art

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## Collection Overview

<b>Repository:</b>	Archives of American Art
<b>Title:</b>	Joan Kron papers
<b>Date:</b>	1959-1971
<b>Identifier:</b>	AAA.kronjoan
<b>Creator:</b>	Kron, Joan
<b>Extent:</b>	1.4 Linear feet
<b>Language:</b>	English .
<b>Summary:</b>	The papers of New York City art entrepreneur, curator, and journalist Joan Kron date from 1959 to 1971 and measure 1.4 linear feet. The papers include correspondence, scattered financial records, notes and writings, printed material, photographs, a sound and video recording, and project/exhibition files concerning Kron's involvement in the 1960s with the exhibitions of the Arts Council of the Young Men's/Women's Hebrew Association (YM/WHA) of Philadelphia and her business, the Beautiful Bag and Box Co.

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## Administrative Information

### Provenance

Joan Kron donated her papers in 1987.

### Related Materials

Additional copies of microfilm reels 4224-4225 are available at the Free Library of Philadelphia.

Also found in the Archives are selected papers of the Young Men's/Women's Hebrew Association Arts Council that were loaned by Judith Golden for microfilming, and are now available only on microfilm reels 3898. Another small collection of printed material from the YM/WHA records was donated by Acey Wolgin and microfilmed on reel 4340, and transferred to the Smithsonian American Art Museum Library's vertical files.

### Alternative Forms Available

The collection is available on 35 mm microfilm reels 4224-4225 at the Archives of American Art offices and through interlibrary loan. Researchers should note that the arrangement of the material described in the container inventory does not reflect the arrangement of the collection on microfilm. Additionally, a reel-to-reel audio tape recording "Hey Look at That" was transferred to CD in 2003.

### Processing Information

The collection was minimally processed and microfilmed shortly after receipt and a finding aid prepared by Jean Fitzgerald in 2010.

## Preferred Citation

Joan Kron papers, 1959-1971. Archives of American Art, Smithsonian Institution.

## Restrictions on Access

Use of original papers requires an appointment. Use of archival audiovisual recordings with no duplicate access copy requires advance notice.

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## Biographical Note

Joan Kron (circa 1928-) is a fashion and style journalist in New York City, but began her career in Philadelphia as an advocate of avante-garde artists and co-founder of The Beautiful Bag Co. which worked with artists to produce commercial household and fashion art products. Kron worked on projects with Andy Warhol, Roy Lichtenstein, and Robert Indiana, among others.

Joan Kron was born circa 1928 in New York. She studied at the Yale University School of Drama from 1946-1948, graduating with a degree in costume design. She married surgeon Dr. Samuel Kron and lived in Philadelphia during the 1960s. For almost a decade, Kron volunteered as chairman of the Arts Council of the Young Men's/Young Women's Hebrew Association of Philadelphia (YM/YWHA.) The YM/YMA Arts Council focused on promoting and hosting new and avant-garde programs in dance, theatre, poetry, crafts, and the visual arts. Under Kron's leadership, the YM/YWHA Arts Council curated *Arts1963/A New Vocabulary* (1962) and *Museum of Merchandise* (1967.)

Kron's work with the Arts Council allowed her to build business partnerships with several artists. She partnered with Andy Warhol to produce a line of perfume, "You're In," packaged in silver Coca-Cola bottles, with Robert Indiana for a Love Ring, and other products and projects associated with the exhibitions of the Arts Council. Then, around 1964, she partnered with colleague Audrey Sabol to form The Beautiful Bag and Box Co. and continued to explore commercial products created or designed by artists, including a line of dinnerware "Durable Dishes" designed by Roy Lichtenstein, a series of billboards displaying art work and the Eat Pin, most likely designed by Robert Indiana.

Kron began her career in journalism in the late 1960s by contributing an article about a cannabis harvest in an upscale neighborhood to the *Philadelphia* magazine in 1969. She continued to write for the magazine until after her divorce. She moved to New York City in 1971 and was hired by *New York* magazine. She researched and wrote a special issue about the blossoming SoHo art district. Kron then focused the remainder of her career primarily on writing, and worked for a number of magazines and newspapers, and published several books. As of 2010, she was living in New York City and working as contributing editor at large for Condé Nast's *Allure* magazine, primarily covering the subject of cosmetic surgery.

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## Scope and Content Note

The papers of New York City art entrepreneur, curator, and journalist Joan Kron date from 1959 to 1971 and measure 1.4 linear feet. The papers include correspondence, scattered financial records, notes and writings, printed material, photographs, a sound and video recording, and project/exhibition files concerning Kron's involvement in the 1960s

with the exhibitions of the Arts Council of the Young Men's/Women's Hebrew Association (YM/WHA) of Philadelphia and her business, the Beautiful Bag and Box Co.

Papers relating to Kron's volunteer chairmanship of the Arts Council of the Young Men's/Women's Hebrew Association (YM/WHA) of Philadelphia include general files concerning the administration and operation of the organization, as well as exhibition files for *Art 1963/ A New Vocabulary* (1962) and *Museum of Merchandise* 1967.) Files generally consist of correspondence, clippings and other printed materials, notes and writings, photographs, and financial documents. The exhibition files for *Art 1963/ A New Vocabulary* include a typescript "Dictionary Suggestions" by Billy Klüver which contains slang terms with creative definitions, and photographs of Claes Oldenburg, Billy Klüver, Joan Kron, Sam Maitin, Niki de Saint-Phalle, Audrey Sabol, George Segal, Jean Tinguely, and Robert Watts. The files for *Museum of Merchandise* contain a painting on paper by Geoffrey Hendricks, a drawing by Ray Johnson, a photograph of fabric designer Karl Rosenberg, a photograph of a wedding dress design by Christo, and a 1/2" open reel videotape made by Nam Jun Paik of Kron's appearance on *The Tonight Show*.

The records of the Beautiful Bag and Box Co., an art entrepreneurial business created by Kron and her colleague Audrey Sabol, include correspondence, a ledger of sales and deposits, income tax records, miscellaneous invoices, notes and writings, clippings, miscellaneous printed material, and photographs. Also found are project/product files for Art Museum Store, Temporary Tattoos, Durable Dishes designed by Roy Lichtenstein, Eat Pin likely designed by Robert Indiana, Art on Billboards, and Stunning Stationery. The file for project *Art on Billboards* contains postcards from Allan Kaprow and Jim Dine expressing interest in the project, and a photograph of Edwin and Audrey Sabol on a motorcycle posing in front of a billboard designed by Roy Lichtenstein. There is also a 7" audio reel tape recording of a radio program *Hey, Look at That* containing comments about billboards from Kron, Roy Lichtenstein, architect Robert Venturi, and Evan H. Turner, Director of the Philadelphia Museum of Art.

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## Arrangement

The collection is arranged as 2 series:

Missing Title:

- Series 1: Arts Council of the YM/YWHA of Philadelphia, 1959-1971 (Box 1-2, OV 3; 0.6 linear feet)
- Series 2: Beautiful Bag and Box Co., 1963-1969 (Box 1-2; 0.8 linear feet)

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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:

Curators -- Pennsylvania -- Philadelphia  
Industrial design  
Pop art  
Wearable art United States

Types of Materials:

Drawings  
Sound recordings  
Video recordings

Names:

Beautiful Bag Co. (Philadelphia, Pa.)  
Christo, 1935-

Dine, Jim, 1935-  
Hendricks, Geoffrey, 1931-2018  
Indiana, Robert, 1928-2018  
Johnson, Ray, 1927-  
Kaprow, Allan  
Klüver, Billy, 1927-2004  
Lichtenstein, Roy, 1923-1997  
Maitin, Sam  
Oldenburg, Claes, 1929- -- Photographs  
Paik, Nam June, 1932-  
Rosenberg, Karl  
Sabol, Audrey, 1922-  
Saint-Phalle, Niki de, 1930-  
Segal, George, 1924-2000 -- Photographs  
Tinguely, Jean, 1925-  
Turner, Evan H.  
Venturi, Robert  
Watts, Robert M., 1923-1988  
Young Men's and Young Women's Hebrew Association of Philadelphia. Arts Council

Occupations:

Arts administrators

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## Container Listing

### Series 1: Arts Council of the YM/YWHA of Philadelphia, 1959-1971

0.6 Linear feet (Box 1-2, OV 3)

Scope and Contents: Correspondence, notes and writings, clippings, miscellaneous printed material, photographs, and one video reel (1/2 in.) documenting the general operation of the Arts Council of the YM/YWHA and the organization's exhibitions *Art 1963/ A New Vocabulary* in 1962 and *Museum of Merchandise* in 1967.

Box 1, Folder 1	Procedures Manual, undated
Box 1, Folder 2	Statements of Purpose, 1962-1965
Box 1, Folder 3	Minutes of Meetings, 1962-1966
Box 1, Folder 4	Typescript "Basis for Public Relations Decisions" by Joan Kron, 1965
Box 1, Folder 5	Miscellaneous Correspondence, 1959-1960, undated
Box 1, Folder 6	Miscellaneous Clippings, 1965-1967, undated
Box 1, Folder 7	Miscellaneous Announcements for Events, 1961-1971, undated (Oversized Material Housed in Box 2 and OV 3)
Box 1, Folder 8	Miscellaneous Brochures, 1959-1967, undated
Box 1, Folder 9	Exhibition Art 1963/ A New Vocabulary: Correspondence, 1962-1963
Box 1, Folder 10	Exhibition Art 1963/ A New Vocabulary: Miscellaneous Notes, undated
Box 1, Folder 11	Exhibition Art 1963/ A New Vocabulary: Typescript "Dictionary Suggestions" by Billy Klüver, undated
Box 1, Folder 12	Exhibition Art 1963/ A New Vocabulary: Typescript "Chicken: A Happening" by an Unidentified Author, 1962
Box 1, Folder 13-16	Exhibition Art 1963/ A New Vocabulary: Scrapbook of Clippings, 1960-1962 (4 folders)
Box 1, Folder 17	Exhibition Art 1963/ A New Vocabulary: Miscellaneous Clippings, 1962
Box 1, Folder 18	Exhibition Art 1963/ A New Vocabulary: Miscellaneous Clippings, 1963
Box 1, Folder 19	Exhibition Art 1963/ A New Vocabulary: Miscellaneous Printed Material, 1962-1963

	(Oversized Material Housed in Box 2)
Box 1, Folder 20	Exhibition Art 1963/ A New Vocabulary: Photographs, undated
Box 1, Folder 21	Exhibition Museum of Merchandise: Correspondence, 1967
Box 1, Folder 22	Exhibition Museum of Merchandise: Financial Records, 1967
Box 1, Folder 23	Exhibition Museum of Merchandise: Miscellaneous Notes, undated (Oversized Material Housed in Box 2)
Box 1, Folder 24	Exhibition Museum of Merchandise: Art Work by Geoffrey Hendricks and Ray Johnson, 1966, undated
Box 1, Folder 25	Exhibition Museum of Merchandise: Clippings, undated
Box 1, Folder 26-30	Exhibition Museum of Merchandise: Clippings, 1967 (5 folders)
Box 1, Folder 31	Exhibition Museum of Merchandise: Press Releases, 1967
Box 1, Folder 32	Exhibition Museum of Merchandise: Posters, 1967 (Oversized Material Housed in Box 2)
Box 1, Folder 33-34	Exhibition Museum of Merchandise: Photographs, 1967, undated (2 folders)
Box 1, Folder 35	Exhibition Museum of Merchandise: Kron's Appearance on The Tonight Show, from Nam Jun Paik, 1967 (1 video reel: 1/2 in.)
Box 2, Folder 1	Oversized Posters Announcing Miscellaneous Events, 1962-1963, undated, (from Box 1, Folder 7)
Box 2, Folder 2	Oversized Posters Concerning the Exhibition Art 1963/A New Vocabulary, 1962, (from Box 1, Folder 19)
Box 2, Folder 2	Oversized Designs for Advertisements for the Exhibition Museum of Merchandise, undated, from Box 1, Folder 23
Box OV 3, Folder	Oversized Posters Announcing Miscellaneous Events, 1960-1961, undated, (from Box 1, Folder 7)
Box OV 3, Folder	Oversized Posters for the Exhibition Museum of Merchandise, 1967,



(from Box 1, Folder 32)

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## Series 2: Beautiful Bag and Box Co., 1963-1969

### 0.8 Linear feet (Box 1-2)

Scope and Contents: Correspondence, financial records, notes and writings, clippings, miscellaneous printed material, and photographs concerning the general operation and projects/products of the company, including Art Museum Store, Temporary Tattoos, Durable Dishes, Eat Pin possibly designed by Robert Indiana, Art on Billboards, and Stunning Stationery. The file for Eat Pin project contains a photograph of Kron and Sabol. The file for the Art on Billboards project contains postcards from Allan Kaprow and Jim Dine, a photograph of Edwin and Audrey Sabol on a motorcycle posing in front of a billboard designed by Roy Lichtenstein, and a radio program *Hey, Look at That* on one sound tape reel containing comments about billboards by Kron, Roy Lichtenstein, and others.

Arrangement: The radio program has been digitized for research access.

Box 1, Folder 36	Miscellaneous Correspondence, 1963-1964
Box 1, Folder 37	Miscellaneous Correspondence, 1965-1967
Box 1, Folder 38	Ledger of Sales and Deposits, 1963-1965
Box 1, Folder 39	Income Tax Records, 1963
Box 1, Folder 40	Income Tax Records, 1964
Box 1, Folder 41	Income Tax Records, 1965
Box 1, Folder 42	Income Tax Records, 1966
Box 1, Folder 43	Income Tax Records, 1967
Box 1, Folder 44	Income Tax Records, 1969
Box 1, Folder 45	Miscellaneous Invoices, 1963-1965
Box 1, Folder 46	Miscellaneous Invoices, 1966
Box 1, Folder 47	Miscellaneous Invoices, 1967
Box 1, Folder 48	Miscellaneous Notes and Writings, 1964-1967, undated
Box 1, Folder 49	Miscellaneous Designs, undated
Box 1, Folder 50	Miscellaneous Clippings, 1963-1968
Box 1, Folder 51	Miscellaneous Printed Material, 1965-1967, undated
Box 1, Folder 52-53	Miscellaneous Photographs, 1965, undated

	(2 folders)
Box 1, Folder 54	Project Art Museum Store, 1964
Box 1, Folder 55	Project Temporary Tattoos: Correspondence, 1965
Box 1, Folder 56-57	Project Temporary Tattoos: Correspondence, 1966 (2 folders)
Box 1, Folder 58-59	Project Temporary Tattoos: Notes, 1965-1966 (2 folders)
Box 1, Folder 60	Project Temporary Tattoos: Clippings, 1965-1966
Box 1, Folder 61	Project Durable Dishes (Designed by Roy Lichtenstein): Correspondence, 1966-1967
Box 1, Folder 62	Project Durable Dishes (Designed by Roy Lichtenstein): Financial Records, 1966
Box 1, Folder 63	Project Durable Dishes (Designed by Roy Lichtenstein): Miscellaneous Notes, undated
Box 1, Folder 64	Project Durable Dishes (Designed by Roy Lichtenstein): Clippings, 1965-1968
Box 1, Folder 65	Project Durable Dishes (Designed by Roy Lichtenstein): Brochures, undated
Box 1, Folder 66	Project Durable Dishes (Designed by Roy Lichtenstein): Miscellaneous Printed Material, 1966-1967, undated (Oversized Material Housed in Box 2)
Box 1, Folder 67	Project Durable Dishes (Designed by Roy Lichtenstein): Photographs, undated
Box 1, Folder 68-70	Project Eat Pin: Correspondence, 1965 (3 folders)
Box 1, Folder 71	Project Eat Pin: Correspondence, 1966-1967
Box 1, Folder 72	Project Eat Pin: Miscellaneous Invoices, 1965-1966
Box 1, Folder 73	Project Eat Pin: Miscellaneous Notes, 1965-1967
Box 1, Folder 74	Project Eat Pin: Miscellaneous Designs, undated
Box 1, Folder 75	Project Eat Pin: Clippings, 1965, undated
Box 1, Folder 76	Project Eat Pin: Catalogs for Miniature Batteries, undated
Box 1, Folder 77	Project Eat Pin: Catalogs for Miniature Light Bulbs, 1964, undated

Box 1, Folder 78	<a href="#">Project Eat Pin: Photographs, 1965-1967</a>
Box 1, Folder 79	Project Eat Pin: Miniature Light Bulbs, undated
Box 1, Folder 80	Project Art on Billboards: Correspondence, 1966-1967
Box 1, Folder 81	Project Art on Billboards: Press Releases, 1967
Box 1, Folder 82	Project Art on Billboards: Miscellaneous Notes, 1965-1967
Box 1, Folder 83	Project Art on Billboards: Clippings, 1967-1968
Box 1, Folder 84	Project Art on Billboards: Photographs, 1967, undated
Box 1, Folder 85	Project Art on Billboards: Radio Program Hey, Look at That, 1967 (1 original sound tape reel, 1 duplicate sound disc: CD)
Box 1, Folder 86	Project Stunning Stationery: Letters and Invoices, 1967 (Oversized Material Housed in Box 2)
Box 1, Folder 87	Project Stunning Stationery: Miscellaneous Notes, undated
Box 1, Folder 88	Project Stunning Stationery: Miscellaneous Designs, undated
Box 1, Folder 89	Project Stunning Stationery: Clippings and Brochure, 1968, undated
Box 1, Folder 90	Project Stunning Stationery: Samples of Stationery, undated
Box 2, Folder 3	Oversized Galley Proofs for the Project Durable Dishes (Designed by Roy Lichtenstein), 1967, (from Box 1, Folder 66)
Box 2, Folder 3	Oversized Letters Concerning the Project Stunning Stationery, 1967, (from Box 1, Folder 86)

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