



Smithsonian Institution Archives

Publicity Files, circa 1969-2004

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Washington, D.C.
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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Publicity Files
Identifier:	Accession 10-195
Date:	circa 1969-2004
Extent:	2 cu. ft. (2 record storage boxes)
Creator::	Hirshhorn Museum and Sculpture Garden. External Affairs
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 10-195, Hirshhorn Museum and Sculpture Garden.
External Affairs, Publicity Files

Descriptive Entry

This accession consists of records documenting publicity for exhibitions, events, and educational programs of the Hirshhorn Museum and Sculpture Garden (HMSG). Particularly well-represented in the records are the Smithsonian Institution's annual Art Night on the Mall and the exhibition, *Gyroscope*. This accession also documents the history of the HMSG building and collections; comments and complaints received from the public; and marketing strategies. Materials include correspondence, memoranda, clippings, brochures, strategy documents, compilations of historical information, images, and related materials. Some materials are in electronic format.

Names and Subject Terms

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

Subjects:

- Art museums
- Art, Modern
- Marketing
- Museum buildings
- Museum exhibits
- Museums -- Collection management
- Museums -- Educational aspects
- Museums -- Public relations
- Publicity

Special events

Types of Materials:

Black-and-white photographs
Brochures
Clippings
Color transparencies
Electronic records
Manuscripts

Names:

Gyroscope (Exhibition) (2003-2004: Washington, D.C.)
Smithsonian Institution. Art Night on the Mall

Container Listing

Box 1

Box 1 of 2	Smithsonian Institution 150th Anniversary - 1996
Box 1 of 2	Media Projects - BBC/Sister Wendy - 1995-1996
Box 1 of 2	Media Projects - David Vassar's Project - 1997
Box 1 of 2	Art Night on the Mall - 2003
Box 1 of 2	Art Night 2003 - Brochures
Box 1 of 2	Art Night 2003 - Tally Sheets of Visitor Attendance
Box 1 of 2	<i>Gyroscope</i> : A Contemporary Apparatus for Art and Culture - Background - 2003-2004
Box 1 of 2	<i>Gyroscope</i> - Press Release
Box 1 of 2	<i>Gyroscope</i> - Visuals - George Segal Bus Riders
Box 1 of 2	<i>Gyroscope</i> - Image Requests
Box 1 of 2	<i>Gyroscope</i> - Checklists
Box 1 of 2	<i>Gyroscope</i> - Miscellaneous
Box 1 of 2	<i>Gyroscope</i> - Evaluation Report, 2004 (Accession 20-046)
Box 1 of 2	Art Night on the Mall 2002 - Promotional Materials
Box 1 of 2	Art Night 2002 - Musical Performers
Box 1 of 2	Art Night 2002 - Latin Jazz Press List
Box 1 of 2	Art Night 2002 - Visitors Attendance Record
Box 1 of 2	Art Night on the Mall 2001
Box 1 of 2	Art Night on the Mall 2000
Box 1 of 2	Art Night on the Mall 1999
Box 1 of 2	Art Night on the Mall 1998
Box 1 of 2	Art Night on the Mall 1996
Box 1 of 2	Education Programs - Multicultural Programs - Subject Checklists

- Box 1 of 2 Education Programs - Multicultural Programs - Asian-Pacific
- Box 1 of 2 Education Programs - Multicultural Programs - A Day without Art
- Box 1 of 2 Education Programs - Multicultural Programs - Hispanic
- Box 1 of 2 Education Programs - Multicultural Programs - Black History Month
- Box 1 of 2 Education Programs - Touch Tours - 1986
- Box 1 of 2 Education Programs - 20th Century Consort
- Box 1 of 2 Education Programs - "Currents" Seminars for High School Juniors
- Box 1 of 2 Education Programs - Public Lectures -1994
- Box 1 of 2 Education Programs - Young at Art - 1993
- Box 1 of 2 Education Programs - Questionnaires or Statistical Requests regarding the Hirshhorn Museum and Sculpture Garden (HMSG)
- Box 1 of 2 Education Programs - Children's Programs
- Box 1 of 2 Education Programs - Miscellaneous
- Box 1 of 2 Web - Requests for Hirshhorn Information
- Box 1 of 2 Web - Copyright Issues and Information
- Box 1 of 2 Sculpture Garden and Exterior Photographs - Di Suvero - 1999
- Box 1 of 2 Sculpture Garden and Exterior Photographs - Outdoor Sculptures
- Box 1 of 2 Publication of Garden Book - 1998

Box 2

- Box 2 of 2 Plaza Photographs - Band Concert on Plaza - Summer 1997
- Box 2 of 2 Plaza Photographs - Exterior Architecture Transparencies
- Box 2 of 2 Plaza Photographs - Plaza Shots
- Box 2 of 2 Equal Employment Office - Outreach Activities - 1997
- Box 2 of 2 Permanent Collection - Artist Blurbs
- Box 2 of 2 Permanent Collection - Reinstallation of Permanent Collection - 1992 and 1993
- Box 2 of 2 Permanent Collection - Black Artists in HMSG Collection

Box 2 of 2 Permanent Collection - De Kooning's Reclining Man (John F. Kennedy) - 1998

Box 2 of 2 Permanent Collection - Miscellaneous

Box 2 of 2 HMSG Acquisitions - 1974-1994

Box 2 of 2 Correspondence - Visitor Comments and Inquiries - 2002

Box 2 of 2 HMSG Statistics - Museum Signage

Box 2 of 2 HMSG Statistics - Background Information and Statistics

Box 2 of 2 Technology File - 1994

Box 2 of 2 Visitor Comments - 2001-2002

Box 2 of 2 Historical Information on HMSG Building/Garden/Plaza - Architecture

Box 2 of 2 Historical Information on HMSG Building/Garden/Plaza - Architect Gordon Bunshaft

Box 2 of 2 Historical Information on HMSG Building/Garden/Plaza - Background Articles on Museum - 1969

Box 2 of 2 Historical Information on HMSG Building/Garden/Plaza - Plaza Clips and Press Release

Box 2 of 2 Historical Information on HMSG Building/Garden/Plaza - Garden Articles

Box 2 of 2 Office of Public Affairs - Correspondence, Policy Memoranda, etc. - 1990s

Box 2 of 2 Events - Brazilian Family Day - May 2002

Box 2 of 2 Events - Special Tour Attendance - 2000-2002

Box 2 of 2 Events - Biennial Symposium - January 2002

Box 2 of 2 Events - Jacob Lawrence - February 2002

Box 2 of 2 Events - "Dreams and Conflicts" talk by Bonami - October 2002

Box 2 of 2 Events - Italian Family Day - November 2002

Box 2 of 2 Events - Italian Evening - November 2002

Box 2 of 2 Events - Lectures, etc. - 2002

Box 2 of 2 Photography and Film Crews - Film Crews - 1987-2001

Box 2 of 2 Photography and Film Crews - Photography Permission Requests

- Box 2 of 2 Photography and Film Crews - Photography Databases - 1997
- Box 2 of 2 Undated Photos of People at HMSG
- Box 2 of 2 Advertising /Marketing - Advertisement Examples and Opportunities
- Box 2 of 2 Advertising /Marketing - Marketing Improvement Plan - December 2001
- Box 2 of 2 Advertising /Marketing - Miscellaneous (2 folders)
- Box 2 of 2 *DIRECTIONS: Janet Cardiff* - March-June 2004
- Box 2 of 2 *Incidents and Psychos* - 1996 and 1997
- Box 2 of 2 Complaints about *Christ Held by Half Naked Men*
- Box 2 of 2 1962 Exhibition - 2002
- Box 2 of 2 Anselm Kiefer - 1998
- Box 2 of 2 HMSG 20th Anniversary - 1994
- Box 2 of 2 Visitor Comments - 2004
- Box 2 of 2 Women's Committee Grant - 2002
- Box 2 of 2 Voice Tape 2, March 28 and May 30, 1997 (electronic records) (Accession 15-296)
- Box 2 of 2 Intuity Backup, November 9, 1998 (electronic records) (Accession 15-296)