



Smithsonian

Institution Archives

Publicity Records, *circa* 1980-2015

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
Washington, D.C.
Contact us at osiaref@si.edu

Table of Contents

Collection Overview	1
Administrative Information	1
Descriptive Entry.....	1
Names and Subjects	1
Container Listing	3

Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Publicity Records
Date:	<i>circa</i> 1980-2015
Identifier:	Accession 15-293
Creator::	Hirshhorn Museum and Sculpture Garden. Communications and Marketing.
Extent:	3.69 cu. ft. (3 record storage boxes) (1 16x20 box)
Language:	English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 15-293, Hirshhorn Museum and Sculpture Garden. Communications and Marketing., Publicity Records

Descriptive Entry

This accession consists of records documenting publicity and outreach activities for the Hirshhorn Museum and Sculpture Garden and its exhibitions, events, programs, and activities. Materials include brochures, flyers, pamphlets, invitations, announcements, guides, press packets, educational materials, advertisement mockups, stationary, planning documents, survey results, and related materials. Some materials are in electronic format. Some materials were created while the unit was known as the Office of Public Affairs, c. 1976-2003.

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
- Exhibitions
- Museums -- Educational aspects
- Museums -- Public relations
- Publicity
- Special events

Types of Materials:

- Brochures
- Compact discs

Electronic records
Manuscripts
Pamphlets

Names:

Hirshhorn Museum and Sculpture Garden. Office of Public Affairs.

Container Listing

Box 1	
Box 1 of 4	Survey Results (Various)
Box 1 of 4	Writing Samples
Box 1 of 4	"Identity and Perception: Building You Museum's Brand Inside and Out," American Association of Museum Conference, November 4-5, 2005
Box 1 of 4	Hirshhorn Museum and Sculpture Garden Disaster Preparedness Plan, May 1988
Box 1 of 4	Feasibility Study of Gas-Fired Boiler and Chilled Water Storage for Hirshhorn Museum and Sculpture Garden, May 8, 1985
Box 1 of 4	ArtLab+ Employee Handbook and Operations Manual, 2012
Box 1 of 4	Hirshhorn Ingredients Advertisement, 2006
Box 1 of 4	"Art Surrounds You" Advertisement Campaign, 2008
Box 1 of 4	Hirshhorn Stationary
Box 1 of 4	Hirshhorn Greeting Cards
Box 1 of 4	Education Samples, 1985-1993
Box 1 of 4	Education Samples, 1996-2004
Box 1 of 4	Education Samples, 1999-2000
Box 1 of 4	Education Samples, 1999-2004
Box 1 of 4	"Westermann's Wonderful World: A Family Guide to H. C. Westermann," 2002
Box 1 of 4	"H. C. Westermann," February 14-May 12, 2002 - Press Packet
Box 1 of 4	"Directions: Ernesto Neto," March 31-June 23, 2002 - Press Packet
Box 1 of 4	"Hiroshi Sugimoto," February 16-May 14, 2006 - Press Packet
Box 1 of 4	"Anselm Kiefer: Heaven and Earth," June 22-September 10, 2006 - Press Packet
Box 1 of 4	General Press Packet, c. 2009

Box 1 of 4	"Yves Klein: With the Void, Full Powers," May 20-September 12, 2010 - Press Packet
Box 1 of 4	"Blinky Palermo: Retrospective, 1964-1977," February 24-May 15, 2011 - Press Packet
Box 1 of 4	"Suprasensorial: Experiments in Light, Color, and Space," February 23-August 12, 2012 - Press Packet
Box 1 of 4	"Andy Warhol: Shadows," September 25, 2011-January 15, 2012 - Press Packet
Box 1 of 4	"Ai Weiwei: According to What?," October 7, 2012-February 24, 2013 - Press Packet (folder used for packet only, no content)
Box 1 of 4	"Over, Under, Next: Experiments in Mixed Media, 1913 to the present," April 18-September 8, 2013 - Press Packet
Box 1 of 4	"Damage Control: Art and Destruction since 1950," October 24, 2013-May 26, 2014 - Press Packet (folder used for packet only, no content)
Box 1 of 4	"Salvatore Scarpitta: Traveler," July 17, 2014-January 11, 2015 - Press Packet
Box 1 of 4	Museum Guides and Catalogs, undated
Box 1 of 4	Invitations and Announcements, 1983-1993 (2 folders)
Box 2	
Box 2 of 4	Invitations and Announcements, 1994-1997 (2 folders)
Box 2 of 4	Invitations and Announcements, 1998-1999
Box 2 of 4	Invitations and Announcements, c. 1999-2000
Box 2 of 4	Invitations and Announcements, c. 2000
Box 2 of 4	Invitations and Announcements, c. 2000-2005 (3 folders)
Box 2 of 4	Miscellaneous Handouts, c. 1980-2003 (3 folders)
Box 2 of 4	"The Fifties: Aspects of Painting in New York," May 22-September 21, 1980
Box 2 of 4	"Artistic Collaboration in the Twentieth Century," June 9-August 19, 1984
Box 2 of 4	"Nancy Graves: A Sculpture Retrospective," February 19-April 26, 1987

Box 2 of 4	"Sol LeWitt Works," December 2, 1987-February 28, 1988
Box 2 of 4	"Expressiv: Central European Art since 1960," February 18-April 17, 1988
Box 2 of 4	"Vernon Fisher Works," June 22-October 10, 1988
Box 2 of 4	"Krzysztof Wodiczko Works," October 25, 1988-January 22, 1989
Box 2 of 4	Focus Gallery Talks, 1989
Box 2 of 4	"Robert Moskowitz: 1959-1989," June 21-September 17, 1989
Box 2 of 4	"Francis Bacon," October 12, 1989-January 7, 1990
Box 2 of 4	"Matt Mullican Works," December 6, 1989-March 11, 1990
Box 2 of 4	"Dennis Adams Works," April 25-July 8, 1990
Box 2 of 4	"Bay Area Figurative Art, 1950-1965," June 13-September 9, 1990
Box 2 of 4	"John Baldessari," October 18, 1990-January 6, 1991
Box 2 of 4	"Comparisons: An Exercise in Looking," December 11, 1990-June 30, 1991
Box 2 of 4	"Awards in the Visual Arts 10," June 12-September 2, 1991
Box 2 of 4	"Martin Puryear," February 5-June 21, 1992
Box 2 of 4	"Directions: Francesc Torres: Memorial," February 13-May 3, 1992
Box 2 of 4	"Directions: Thomas Struth: Museum Photographs," May 21-August 16, 1992
Box 2 of 4	"Crosscurrents of Modernism: Four Latin American Pioneers," June 11-September 7, 1992
Box 2 of 4	"Joseph Kosuth Works," October 1, 1992-January 25, 1993
Box 2 of 4	"Eva Hesse: A Retrospective," October 15, 1992-January 10, 1993
Box 2 of 4	Currents, 1993
Box 2 of 4	"Susan Rothenberg: Paintings and Drawings," February 11-May 9, 1993
Box 2 of 4	"Directions: Alison Saar," April 1-July 25, 1993

Box 2 of 4	"Jean Dubuffet, 1943-1963: Paintings, Sculptures, Assemblages," June 17-September 12, 1993
Box 2 of 4	"Willem de Kooning: From the Hirshhorn Museum Collection," October 21, 1993-January 9, 1994
Box 2 of 4	"Gary Hill," February 17-May 8, 1994
Box 2 of 4	"Directions: Sue Coe," March 17-June 19, 1994
Box 2 of 4	"Directions: Jeanne Dunning," July 21-November 2, 1994
Box 2 of 4	Currents, 1995
Box 2 of 4	"Sean Scully: Twenty Years, 1976-1995," June 14-September 10, 1995
Box 2 of 4	"Stephen Balkenhol: Sculptures and Drawings," October 19, 1995-January 15, 1996
Box 2 of 4	"Directions: Carmen Lomas Garza," November 18, 1995-February 18, 1996
Box 2 of 4	"Directions: Beverly Semmes," March 21-June 23, 1996
Box 2 of 4	"Richard Lindner: Paintings and Watercolors, 1948-1977," October 17, 1996-January 12, 1997
Box 2 of 4	"Jeff Wall," February 20-May 11, 1997
Box 2 of 4	"Directions: Juan Munoz," March 6-June 15, 1997
Box 2 of 4	"Directions: Louise Lawler 'Monochrome'," July 17-October 19, 1997
Box 2 of 4	"Stanley Spencer: An English Version," October 9, 1997-January 11, 1998
Box 2 of 4	"Directions: Toba Khedoori," November 19, 1997-February 22, 1998
Box 2 of 4	"George Segal, A Retrospective: Sculptures, Paintings, Drawings," February 19-May 17, 1998
Box 2 of 4	"Triumph of Spirit: Carlos Alfonzo, a Survey (1975-1991)," June 18-September 13, 1998
Box 2 of 4	"Directions: Tony Oursler: Video Dolls with Tracy Leipold," July 2-September 7, 1998
Box 2 of 4	"Chuck Close," October 15, 1998-January 10, 1999

Box 2 of 4	"Directions: Sam Taylor-Wood," July 15-October 17, 1999
Box 2 of 4	"Regarding Beauty: A View of the Late Twentieth Century," October 17, 1999-January 17, 2000
Box 2 of 4	Mordes Lecture in Contemporary Art: "The 1999/2000 Carnegie International" by Madeleine Grynsztejn, December 5, 1999
Box 2 of 4	"Dali's Optical Illusions," April 19-June 18, 2000
Box 2 of 4	"Meet the Artist," c. 2001-2008
Box 2 of 4	"William Kentridge," February 28-May 13, 2001
Box 2 of 4	"Directions: Tim Hawkinson," March 15-July 1, 2001
Box 2 of 4	"Juan Munoz," October 18, 2001-January 13, 2002
Box 2 of 4	"Directions: Marina Abramovic," November 15, 2001-February 18, 2002
Box 2 of 4	"H. C. Westermann," February 14-May 12, 2002
Box 2 of 4	"Directions: Ernesto Neto," March 21-June 23, 2002
Box 2 of 4	"Open City: Street Photographs since 1950," June 20-September 8, 2002
Box 2 of 4	"Directions: Ron Mueck," July 18-October 27, 2002
Box 2 of 4	"Zero to Infinity: Arte Povera, 1962-1972, October 24, 2002-January 20, 2003
Box 2 of 4	"Directions: Cecily Brown," November 14, 2002-March 2, 2003
Box 2 of 4	"Gerard Richter: Forty Years of Painting," February 27-May 18, 2003
Box 2 of 4	Art Night on the Mall, Summer 2003
Box 2 of 4	"Directions: Dan Steinhilber," September 25, 2003-January 4, 2004
Box 2 of 4	"Roy Lichtenstein's Brushstroke," October 25, 2003
Box 2 of 4	"Gyroscope," May 19, 2003-January 4, 2004
Box 2 of 4	"Douglas Gordon," February 12-May 9, 2004
Box 2 of 4	24 Hour Access/24 Hour Psycho, February 28, 2004
Box 2 of 4	"Meet the Artist: Douglas Gordon," February 29, 2004

Box 2 of 4	Art Night on the Mall, Summer 2004
Box 2 of 4	"Meet the Artist: Gabriel Orozco," June 10, 2004
Box 2 of 4	"Meet the Artist: Nikki S. Lee," July 22, 2004
Box 3	
Box 3 of 4	"Ana Mendieta: Earth Body, Sculpture and Performance 1972-1985," October 14, 2004-January 2, 2005
Box 3 of 4	"Directions: Cai Guo-Qiang: Traveler," October 30, 2004-April 24, 2005
Box 3 of 4	"James T. Demetron Lecture: Olafur Elisasson," November 17, 2004
Box 3 of 4	Hirshhorn Art Nights, 2005
Box 3 of 4	Evan Holloway, 2005
Box 3 of 4	Franz West, 2005
Box 3 of 4	"Meet the Artist: Carolee Schneeman," January 25, 2005
Box 3 of 4	"Isamu Noguchi: Mast Sculptor," February 10-May 8, 2005
Box 3 of 4	"Meet the Artist: Leo Villareal," June 23, 2005
Box 3 of 4	Cosmic Drift Late Access/Light Show Visual Music Experience, June 25, 2005
Box 3 of 4	"Visual Music," June 23-September 11, 2005 (includes electronic records)
Box 3 of 4	"Directions: Janet Cardiff," August 3-October 30, 2005
Box 3 of 4	"Directions: Jim Hodges," August 19, 2005-April 17, 2006
Box 3 of 4	"Hirshhorn on View: Guide to the Museum," Fall 2005
Box 3 of 4	"Meet the Artist: Hakon Austbo," September 11, 2005
Box 3 of 4	James T. Demetron Lecture: Glenn D. Lowry, October 26, 2005
Box 3 of 4	"Gyroscope," November 3, 2005-January 8, 2006
Box 3 of 4	Anselm Kiefer Programs, 2006
Box 3 of 4	"Hiroshi Sugimoto," February 16-May 14, 2006

Box 3 of 4	"Directions: Oliver Herring," April 29, 2006
Box 3 of 4	"In Conversation: Artangel," May 3, 2006
Box 3 of 4	Hirshhorn After Hours - "Directions: Jim Lambie," May 12, 2006
Box 3 of 4	"Directions: Jim Lambie," May 13-October 4, 2006
Box 3 of 4	Hirshhorn Summer Thursdays, June 8-July 20, 2006
Box 3 of 4	"Anselm Kiefer: Heaven and Earth," June 22-September 10, 2006
Box 3 of 4	"Ways of Seeing: John Baldessari Explores the Collection," July 26, 2006-September 20, 2007
Box 3 of 4	American Academy of Family Physicians Scientific Assembly, September 30, 2006
Box 3 of 4	"In Conversation: The Current State of Sculpture," October 26, 2006
Box 3 of 4	"The Uncertainty of Objects and Ideas: Recent Sculpture," October 26, 2006-January 7, 2007
Box 3 of 4	James T. Demetron Lecture: Robert Storr: Opposites Attract, November 17, 2006
Box 3 of 4	"Directions: Virgil Marti and Pae White," March 9-July 29, 2007
Box 3 of 4	"Meet the Artist: Wolfgang Tillmans," May 10, 2007
Box 3 of 4	"Wolfgang Tillmans," May 10-August 12, 2007
Box 3 of 4	White Martini Party in the Sculpture Garden, August 23, 2007
Box 3 of 4	National Benefactors Weekend in Washington, September 19-21, 2007
Box 3 of 4	"Morris Louis Now: An American Master Revisited," September 20, 2007-January 6, 2008
Box 3 of 4	"Artist to Artist: Pablo Helguera," September 29, 2007
Box 3 of 4	Hirshhorn Director's Circle Inaugural Washington Weekend, September 29-October 1, 2007
Box 3 of 4	"Meet the Artist: Mircea Cantor," October 2, 2007
Box 3 of 4	Benefactors Weekend, October 19-21, 2007

Box 3 of 4	"Meet the Artist: Troy Brauntach," December 3, 2007, and "Meet the Artist: Wangechi Mutu," January 31, 2007 (2008?)
Box 3 of 4	"The Cinema Effect: Illusion, Reality, and the Moving Image: Part I - Dreams," February 14-May 11, 2008
Box 3 of 4	"Directions: Amy Sillman: Third Singular Person," March 13-July 6, 2008
Box 3 of 4	"Meet the Artist: Teresa Hubbard/Alexander Birchler," March 27, 2008
Box 3 of 4	After Hours, April 4, 2008
Box 3 of 4	Lecture: Dietrich Neumann on the Illuminated Building, April 12, 2008
Box 3 of 4	A Dirty Martini Party, May 29, 2008
Box 3 of 4	"Meet the Artist: Isaac Julien: Creolizing Vision: Part II," June 19, 2008, and "Meet the Artist: Candice Breitz," June 26, 2008
Box 3 of 4	National Benefactors Weekend, September 25-28, 2008
Box 3 of 4	"The Panza Collections and Ways of Seeing: Giuseppe and Giovanna Panza," October 23, 2008-January 11, 2009
Box 3 of 4	"Meet the Artist: Joseph Kosuth," October 28, 2008
Box 3 of 4	Lecture: "Museum as Art: David Wilson," November 1, 2008
Box 3 of 4	"Directions: Terence Gower, Public Spirit: The Hirshhorn Project," November 5, 2008-March 22, 2009
Box 3 of 4	"Meet the Artist: Semiconductor," November 6, 2008
Box 3 of 4	After Hours, November 7, 2008
Box 3 of 4	Contemporary Acquisitions Council, November 14-15, 2008
Box 3 of 4	"Meet the Artist: Lawrence Weiner," December 11, 2008
Box 3 of 4	"In Conversation," 2009
Box 3 of 4	"Louise Bourgeois," February 26-May 17, 2009
Box 3 of 4	Dinner with James Turrell and Richard Adams, March 12, 2009
Box 3 of 4	Richard Koshalek Reception, April 15, 2009
Box 3 of 4	Richard Koshalek Reception, April 23, 2009

Box 3 of 4	"Directions: Walead Beshty: Legibility on Color Backgrounds," April 30-September 13, 2009
Box 3 of 4	Contemporary Acquisitions Council, May 8-9, 2009
Box 3 of 4	Martini with a Twist - Reception for Richard Koshalek, June 18, 2009
Box 3 of 4	Richard Koshalek Reception, June 26, 2009
Box 3 of 4	"Meet the Artist: Guido van der Werve," October 1, 2009
Box 3 of 4	"National Benefactors Weekend," October 7-10, 2009
Box 3 of 4	"Anne Truitt: Perception and Reflection," October 8, 2009-January 3, 2010
Box 3 of 4	"Meet the Artist: Brian Jungen," October 16, 2009
Box 3 of 4	"Directions: John Gerrard," November 5, 2009-May 31, 2010
Box 3 of 4	"Meet the Artist: Yinka Shonibare MBE," November 12, 2009
Box 3 of 4	Yves Klein Application, 2010
Box 3 of 4	Yves Klein Programs, 2010
Box 3 of 4	"Yves Klein: With the Void, Full Powers," May 20-September 12, 2010
Box 3 of 4	"Transparency: Sound Performance by Richard Chartier," October 7, 2010
Box 3 of 4	"Guillermo Kuitca: Everything - Paintings and Works on Paper, 1980-2008," October 21, 2010-January 16, 2011
Box 3 of 4	"Directions: Cyprian Gaillard and Mario Garcia Torres," November 10, 2010-March 27, 2011
Box 3 of 4	"Suprasensorial: Experiments in Light, Color, and Space," February 23-August 12, 2012
Box 3 of 4	"Doug Aitken: Song 1," March 22-May 20, 2012
Box 3 of 4	"Ai Weiwei: Circle of Animals/Zodiac Heads," April 9, 2012-March 17, 2013
Box 3 of 4	"Barbara Kruger: Belief and Doubt," August 20, 2012-ongoing
Box 3 of 4	James T. Demetrian Lecture: Jeff Koons, April 18, 2013

Box 3 of 4	"Directions: Jennie C. Jones: Higher Resonance," May 16-October 27, 2013
Box 3 of 4	"Meet the Artist: Ann Hamilton," May 17, 2013
Box 3 of 4	"Peter Coffin: Here and There," June 29-October 6, 2013
Box 3 of 4	"Damage Control: Art and Destruction since 1950," October 24, 2013-May 26, 2014
Box 3 of 4	40th Anniversary Celebration, 2014
Box 3 of 4	40th Anniversary Innovation Poster, 2014
Box 3 of 4	James T. Demetrian Lecture: "Claes Oldenburg, Spirit of Monument," 2014
Box 3 of 4	"Meet the Artist: Spencer Finch," January 22, 2014
Box 3 of 4	"Meet the Artist: Jeremy Deller," March 20, 2014
Box 3 of 4	"Meet the Artist: Christian Marclay," March 29, 2014
Box 3 of 4	"Surrealism and the Object: Exploring the Marvelous," April 3-August 3, 2014
Box 3 of 4	"Disasterthon!" Film Festival, April 26, 2014
Box 3 of 4	"Salvatore Scarpitta: Traveler," July 17, 2014-January 11, 2015
Box 3 of 4	Hirshhorn's 40th Anniversary Launch Celebration, October 16, 2014
Box 3 of 4	"Days of Endless Time," October 16, 2014-April 6, 2015
Box 3 of 4	"Days of Endless Time: In Conversation with Lapham's Quarterly," October 22, 2014
Box 3 of 4	"Curators in Conversation: 33 Artists in 3 Acts," November 20, 2014
Box 3 of 4	"Meet the Artist: Charles Simonds," December 10, 2014
Box 3 of 4	"Curators in Conversation: Hirshhorn: Past, Present, and Future," Melissa Chiu and James T. Demetrian, April 2, 2015
Box 3 of 4	"Shirin Neshat: Facing History," May 18-September 20, 2015
Box 3 of 4	After Hours
Box 3 of 4	Andrea Cohen

Box 3 of 4	Anne Truitt
Box 3 of 4	Annual Circle
Box 3 of 4	Annual Circle Martini Party
Box 3 of 4	ArtLab+
Box 3 of 4	Bjorn Dahlem
Box 3 of 4	Credit Suisse
Box 3 of 4	Dinner with Simon Schama
Box 3 of 4	Donald Kuspit Lecture: "The Phallic Woman: Conflict and Fragmentation in Louis Bourgeois's Conception of the Female Body"
Box 3 of 4	Francesco Bonami: "Dreams and Conflicts"
Box 3 of 4	Hirshhorn Enews
Box 3 of 4	Hirshhorn Museum Library Bookmark
Box 3 of 4	"In Conversation: The Many Guises of Public Art"
Box 3 of 4	James T. Demetrian Lecture: James Turrell
Box 3 of 4	James T. Demetrian Lecture: Yve-Alain Bois
Box 3 of 4	Join and Engage - Annual Circle
Box 3 of 4	Join Our Circle
Box 3 of 4	Lecture: Kerry Brougher on the Cinema Effect
Box 3 of 4	Lunchtime Lecture: Vasif Kortun
Box 3 of 4	"Meet the Artist: Alfredo Jaar"
Box 3 of 4	"Meet the Artist: Byron Kim"
Box 3 of 4	"Meet the Artist: Christoph Girardet"
Box 3 of 4	"Meet the Artist: Flatform: A Meditation on Imaginary Landscapes"
Box 3 of 4	"Meet the Artist: Gary Simmons"
Box 3 of 4	"Meet the Artist: Glenn Ligon"

Box 3 of 4	"Meet the Artist: Hiraki Sawa"
Box 3 of 4	"Meet the Artist: Jesper Just"
Box 3 of 4	"Meet the Artist: Jim Hodges"
Box 3 of 4	"Meet the Artist: John Currin"
Box 3 of 4	"Meet the Artist: Jonah Freeman"
Box 3 of 4	"Meet the Artist: Jonas Mekas"
Box 3 of 4	"Meet the Artist: Julie Mehretu"
Box 3 of 4	"Meet the Artist: Matthew Barney"
Box 3 of 4	"Meet the Artist: Terry Gillam"
Box 3 of 4	"Meet the Artist: Virgil Marti and Pae White"
Box 3 of 4	Noontime Films
Box 3 of 4	Rachel Harrison
Box 3 of 4	Stephen Balkenhol
Box 3 of 4	Summer Camp Film Series
Box 3 of 4	"Surveillance, Security, and the Net," Goethe Institute
	Box 4
Box 4 of 4	Hirshhorn After Hours, March 9, 2007
Box 4 of 4	"The Cinema Effect: Illusion, Reality, and the Moving Image," Parts 1 and 2, February 14-May 11 and June 19-September 7, 2008
Box 4 of 4	"Directions: Amy Sillman: Third Person Singular," March 13-July 6, 2008
Box 4 of 4	"Doug Aitkin: Song 1," March 22-May 13, 2012
Box 4 of 4	Advertisement Campaign
Box 4 of 4	Summer Camp Film Series