



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
Identifier:	Accession 15-293
Date:	<i>circa</i> 1980-2015
Extent:	3.69 cu. ft. (3 record storage boxes) (1 16x20 box)
Creator::	Hirshhorn Museum and Sculpture Garden. Communications and Marketing.
Language:	Language of Materials: 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 "Kryzysztof Wodiczo 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. Demetrian 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. Demetron, 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. Demetron Lecture: James Turrell

Box 3 of 4 James T. Demetron 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 Gilliam"
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