

Dia's Andy: Through the Lens of Patronage

As singular in its subject as in its scale, Andy Warhol's *Shadows* (1978–79) was first exhibited in January 1979 at 393 West Broadway in New York City.¹ Comprised of sixty-six from a total of 102 paintings hung edge to edge to fill the gallery, the presentation created an environment that the artist in his inimitable fashion termed "disco décor" and "one painting in many parts"; partaking of both mass culture and high art, it encapsulated Warhol's dual interests, interests that he, unlike most of his contemporaries, deemed equal in value and import. Yet *Shadows* was initially received with tempered enthusiasm, perhaps because at that time Warhol's reputation was in partial eclipse and because its subject was uncharacteristically abstract. However, this commission from Dia's founders has subsequently proven not only a landmark in the institution's ongoing history of patronage but one of the highpoints at Dia:Beacon, the museum designed for Dia's extensive collection of works by artists from Warhol's generation.

If Dia's founders were instrumental in determining this series' unprecedented size and scope, series were nonetheless a staple of Warhol's practice. Indeed, at the time of his death in January 1987, he was preparing an installation of another, albeit smaller series, the Skulls (1976), for Dia's exhibition venue at 77 Wooster Street in Soho. Ranging from vast to tiny, a group of these paintings were to be hung on wallpaper whose design was based on one of the many drawings of this motif. In a somewhat modified guise, the show finally opened posthumously, in the fall of 1987. It was the third in Dia's sequence of Warhol exhibitions that began, in spring 1986, with a group of Disaster Paintings from 1963 (also owned by the foundation) and was followed six months later, in the fall of 1986, by a presentation of Hand-Painted Images from 1960–62, works that also came from Dia's collection.

After the opening in 1987 of its large exhibition facility at 548 West 22nd Street in Chelsea, Dia continued its commitment to Warhol's art: In 1988 it hosted a daylong symposium, "The Work of Andy Warhol": the resulting publication offers a wideranging examination of the seminal Pop artist's image, impact, and critical reception. An exhibition devoted to a group of Last Supper Paintings in 1994–95 was followed by a second showing of the *Shadows* in 1998–99, devised this time for the museum annex, located at 545 West 22nd Street. Yet Dia's most substantive act of institutional patronage was the project undertaken by former director Charles Wright, who initiated discussions with the Andy Warhol Foundation and the Carnegie Museum of Art in the late 1980s, leading to the founding of the Andy Warhol Museum in Pittsburgh, Warhol's hometown. With the exception of the *Shadows*, Dia's extensive holdings of Warhol's work were donated in 1995 to form the basis of the new museum's collection.

"Dia's Andy" has been curated to celebrate the tenth anniversary of that initiative, while also paying tribute to this most prolific artist's extraordinarily heterogeneous production. Two series of paintings, the Disasters and Skulls, have been borrowed back from Pittsburgh for this occasion. The Brillo Boxes, among his most memorable sculptures, are presented here in a formation that recalls both their mode of production and their debut at the Stable Gallery in New York in 1964. The counterpointing of two other series offers a telling glimpse into the evolution of his aesthetic: The Screen Tests originated from Warhol's importuning of almost anyone who visited the Factory in the early 1960s to pose or preen for the indifferent gaze of his Bolex camera; in a wry inversion of this tactic, portraits representing the famous, nonfamous, and infamous came to dominate Warhol's enterprise in the 1980s, as prospective patrons were solicited from across the globe.

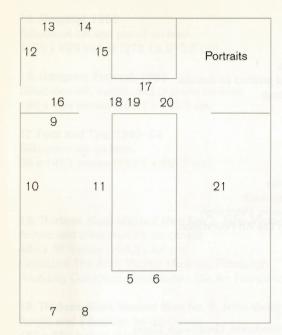
Other facets of his miscellaneous and far-reaching enterprise include the magazine *Interview*, which was launched in 1969 and forms the prototype for the publication accompanying this exhibition; *a: a novel*, his groundbreaking prose masterwork based, verbatim, on conversations with the loquacious superstar Ondine; and the Time Capsules, an omnium-gatherum of sundry items, significant and trivial, precious and paltry, collected in the guise of an archive. The contents of another four of these boxes, from a total of 612, have been newly opened for this exhibition. Like those already displayed elsewhere, they bear eloquent witness to both the catholic reach of his taste and an egalitarian, not to say indiscriminate, appetite. Today, Warhol's experimental films from the early sixties are arguably the least accessible of his key works. Selected by art historian Douglas Crimp, who is currently researching a book on this subject, this summer's film program offers a rare opportunity to explore in-depth Warhol's still-radical approach to such cinematic protocols as duration, subject matter, narrative, framing, and editing.

The enduring and possibly unrivaled impact made by Warhol's work on contemporary culture over the past half century is reflected in Louise Lawler's inspired intervention here at Dia:Beacon. As evidenced in her selection of some fifteen examples, no other artist's work figures so frequently in the photographs she has shot over the past three decades. Capturing his art "in and out of place," to borrow an apt phrase from fellow artist Andrea Fraser, Lawler's project is at once trenchant in its exploration of issues relating to the status and role of the modern masterpiece, and fond, in its homage to a maverick who continues to be reviled as well as revered within the art world and beyond.²

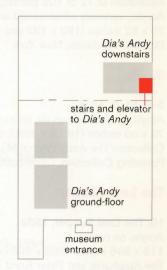
Later in 1979, this venue became the site for the long-term presentation of Walter De Maria's Broken Kilometer, also a Dia commission.

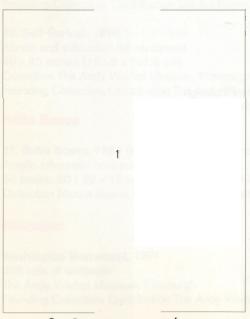
^{2.} Andrea Fraser, "In and Out of Place," Art in America 73, no. 6 (June 1985), pp. 122-29.

Ground-floor galleries



Exhibition continues downstairs





Shadows

1. Shadows, 1978-79

Installation of 72 of 102 paintings
Acrylic, variously silkscreened and painted on canvas
75 x 52 inches (193 x 132 cm) each
Dia Art Foundation, New York

Skulls

2-9. Skull, 1976

Acrylic and silkscreen ink on canvas 72 x 80 inches (182.9 x 203.2 cm) each Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution Dia Art Foundation

The Last Supper

10. The Last Supper, 1986

Acrylic on canvas
116 x 396 inches (295 x 996 cm)
The Stephanie and Peter Brant Foundation, Greenwich, Conn.

11. The Last Supper, 1986

Acrylic on canvas 116% x 225% inches (295 x 572 cm) Private collection, New York

Disaster Series

Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution Dia Art Foundation

12. 1947 White, 1963

Silkscreen ink and graphite on linen 121 x 78 inches (307.3 x 198.1 cm)

13. White Burning Car III, 1963

Silkscreen ink on linen 100 x 78% inches (254 x 200 cm)

14. Ambulance Disaster, 1963-64

Silkscreen ink on linen 119 x 80% inches (302.3 x 203.5 cm)

15. Hospital, 1963

Silkscreen ink and pencil on linen 107½ x 82% inches (273.1 x 210.5 cm)

16. Gangster Funeral, 1963

Silkscreen ink, acrylic, and graphite on linen 105 x 75% inches (266.7 x 192.1 cm)

17. Foot and Tire, 1963-64

Silkscreen ink on linen 88 x 145% inches (223.5 x 367.7 cm)

18. Thirteen Most Wanted Men No. 2, John Victor G., 1964

Acrylic and silkscreen ink on canvas 48½ x 37 inches (123.2 x 94 cm) Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution Dia Art Foundation

19. Thirteen Most Wanted Men No. 2, John Victor G., 1964

Acrylic and silkscreen ink on canvas 48½ x 38½ inches (123.2 x 97.8 cm) Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution Dia Art Foundation

20. Self-Portrait, 1986

Acrylic and silkscreen ink on canvas
40 x 40 inches (101.6 x 101.6 cm)
Collection The Andy Warhol Museum, Pittsburgh
Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc.

Brillo Boxes

21. Brillo Boxes, 1969 (replica of 1964 original)

Acrylic silkscreen on wood 60 boxes: 20 x 20 x 17 inches (50.8 x 50.8 x 43.2 cm) each Collection Norton Simon Museum, Gift of the artist

Wallpaper

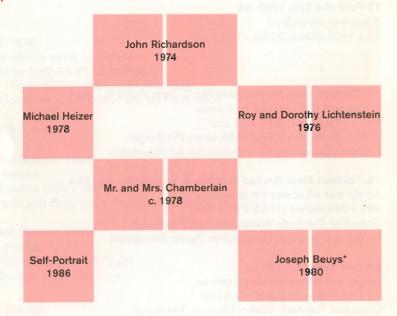
Washington Monument, 1974

332 rolls of wallpaper
The Andy Warhol Museum, Pittsburgh
Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc.

Portraits

Acrylic and silkscreen ink on canvas 2 panels: 40 x 40 inches (101.6 x 101.6 cm) each Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc. *Collection The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution Dia Art Foundation

East Wall



Joseph Beuys (1921-1986)

Artist, born in Krefeld, Germany.

Beuys, the most celebrated German postwar artist, was known for his "actions" and collaborative performances, as well as his sculptural objects and drawings, which often incorporated felt, wax, fat, and his signature medium, *braunkreuz*. Works in Dia's collection by Beuys are currently on view at Dia:Beacon.

John Chamberlain (1927-) and Mrs. Chamberlain

Artist, born in Rochester, Indiana, and wife.

Since the beginning of his career in the 1950s, Chamberlain has worked primarily with crushed metal from automobiles to construct his sculptures. A selection of his works in Dia's collection is currently on view at Dia:Beacon.

Michael Heizer (1944-)

Artist, born in Berkeley, California.

After an early career in painting and sculpture, Heizer began to produce large-scale earthworks in the late 1960s. He is currently working on his largest earthwork, *City*, a Dia project located in the Nevada desert. Other works by Heizer are currently on view at Dia:Beacon.

Roy Lichtenstein (1923-1997) and Dorothy Lichtenstein

Painter, born in New York City, and wife.

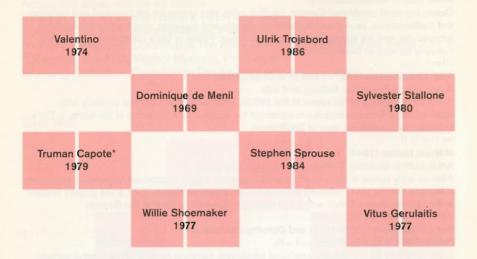
In the early 1960s, Lichtenstein produced comic-strip paintings by blowing up original cartoon characters and reproducing them by hand; many of these paintings are some of the best-known images of American Pop art.

John Richardson (1924-)

Art historian, born in London.

While living in France, Richardson befriended Picasso, Braque, Léger, and Cocteau. In the early 1960s, Richardson went to live in New York City. He has written books on Manet and Braque and a biography of Picasso.

South Wall



Truman Capote (1924-1984)

Writer, born in New Orleans.

Capote's best-known novel is *Breakfast at Tiffany's* (1958; filmed 1961). Living in New York and Switzerland, he cultivated celebrity status and was famous in later years for his jet-setting lifestyle, as well as his writing.

Vitas Gerulaitis (1954-1994)

Tennis player, born in Brooklyn, New York.

Gerulaitis's biggest success was winning the men's singles title at the Australian Open in 1977.

Dominique de Menil (1908-1997)

Art collector, born in Paris.

An heir to the Schlumberger fortune, Menil emigrated to the United States in 1941 and began collecting art. Together with her husband, she established the Menil Foundation in Houston. Her daughter Philippa founded Dia in the mid-1970s with Heiner Friedrich and Helen Winkler.

Willie Shoemaker (1931-2003)

Jockey, born in Fabens, Texas.

Horse racing's most successful jockey in history, Shoemaker had won 8,833 races by the time he retired in 1990. He was the first jockey to win over \$100 million. In 1986, at age 54, he became the oldest jockey to win the Kentucky Derby.

Stephen Sprouse (1953-2004)

Fashion designer, born in Dayton, Ohio.

Sprouse made a splash on the fashion scene in the early 1980s with punk-inspired, sophisticated creations that were favored by rock stars as well as followers of haute couture.

Sylvester Stallone (1946-)

Actor, born in New York City.

Stallone took Hollywood by storm in 1976, writing, directing, and starring in the blockbuster hit *Rocky*. For the next decade Stallone was a top box-office draw, and by 1990 he had made a total of five Rocky movies and three movies as Rambo.

Ulrik Trojabord

Dancer

Valentino (1932-)

Fashion designer, born in Voghera, Italy.

In 1949 Valentino Garavani moved to Paris from Rome to pursue his interest in fashion. After returning to Rome in 1959, he started his own fashion house, Valentino. He currently designs menswear and womenswear and has his own perfume line.

West Wall

Joan Collins 1985		Liza Minnelli* 1979		Aretha Franklin c. 1986
ilan Open in 1977.	Pia Zadora 1983		Dennis Hopper 1970	
Natalie Sparber 1984		Lana Turner 1985		Julia Warhola 1974
manni Wana Ari ca	Judy Garland c. 1979		Sonia Rykiel 1986	

Joan Collins (1933-)

Actress, born in London.

Collins made her film debut in Lady Godiva Rides Again (1951) and used her headline-catching private life to build a career as an international celebrity. She had a leading role in the internationally popular television soap opera Dynasty (1981–89).

Aretha Franklin (1942-)

Soul singer, born in Memphis.

A preacher's daughter from Detroit, Franklin started out singing gospel as a young child. By the late 1960s, she was called the Queen of Soul, having become an internationally famous recording artist.

Judy Garland (1922-1969)

Actress and singer, born in Grand Rapids, Minnesota.

Garland became a child star in *Broadway Melody* (1938), followed by *The Wizard of Oz* (1939) and *Meet Me in St. Louis* (1944).

Dennis Hopper (1936-)

Film actor and director, born in Dodge City, Kansas.

Hopper caused a sensation with the antiestablishment road movie *Easy Rider* (1969), which he directed and starred in. *Hoosiers* (1986) earned him an Oscar nomination for Best Supporting Actor.

Liza Minnelli (1946-)

Singer and actress, born in Los Angeles.

Daughter of Vincente Minnelli and Judy Garland, Liza won the Oscar for Best Actress in 1972 for her role in the film *Cabaret*. From the 1970s through the 1990s, she continued to star in Broadway productions, movies, and on television.

Sonia Rykiel (1930-)

Fashion designer, born in Paris.

Rykiel opened her first boutique in 1968. Specializing in knitwear, her DÉMODE (de-fashion) philosophy urged women to adapt fashion to their own taste and personality rather than follow the dictates of the designers. Rykiel has written many books, including an A-to-Z of fashion and a collection of children's stories.

Lana Turner (1920-1995)

Actress, born in Wallace, Idaho.

Turner is considered one of the most glamorous superstars of Hollywood's golden era. At the age of 17, she entered the movie world, and by the 1940s Turner was firmly entrenched, starring in movies such as *The Postman Always Rings Twice* (1946).

Natalie Sparber

unknown

Julia Warhola (1892-1972)

Mother of Andy Warhol, born in Mikova, now in the Slovak Republic.

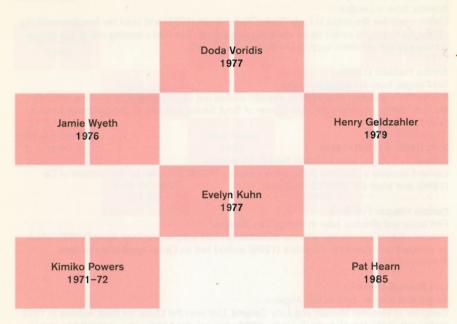
In 1921 Warhola emigrated to join her husband in Pittsburgh, where he had found employment as a construction worker. She gave birth to three sons, Paul, John, and Andy.

Pia Zadora (1954-)

Actress, singer, and dancer, born in Hoboken, New Jersey.

Pia Zadora appeared on Broadway as a child actor before making her film debut in 1964. She continued her stage career as a singer, dancer, and actress after she married the Israeli corporate millionaire Meshulam Riklis in 1977. In 1982 she won a Golden Globe.

North Wall



Henry Geldzahler (1935-1994)

Museum curator, born in Antwerp, Belgium.

Geldzahler emigrated to the United States and studied at Yale and Harvard. Beginning in 1960, he worked at New York City's Metropolitan Museum of Art. He also programmed a series of exhibitions for Dia's Dan Flavin Institute in Bridgehampton, New York, from 1987 to 1994.

Pat Hearn (1955-2000)

Pioneering art dealer with great style, born in Providence, Rhode Island.

Hearn opened her first gallery in the East Village in 1983 and a gallery on West 22nd Street in Chelsea in 1995.

Evelyn Kuhn

Model

Kimiko Powers

Art collector, born in Tokyo.

In 1963 she came to the United States and married John Powers. Together they built an impressive collection of Japanese and contemporary art, featuring artists such as Andy Warhol and Willem de Kooning.

Doda Voridis

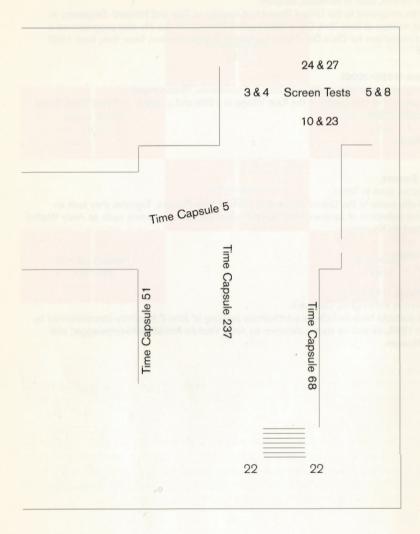
Socialite

Jamie Wyeth (1946-)

Artist, born in Wilmington, Delaware.

Wyeth's portraits have included a posthumous painting of John F. Kennedy commissioned by Jackie in 1965, as well as such celebrities as Andy Warhol, Arnold Schwarzenegger, and Rudolf Nureyev.

Downstairs galleries



Writing

22. Interview Magazine

Early issues from the 1970s and 1980s Brant Publications, Inc.

Time Capsules

The Andy Warhol Museum, Pittsburgh Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc.

Time Capsule 5

Contents dated 1950-66, majority 1962-66

This Time Capsule holds a variety of materials related to Warhol's early filmmaking, including scripts by Ron Tavel, and the downtown New York avant-garde of the period. Similar ephemera pertaining to Warhol's Boxes sculptures, such as 21 copies of the announcement for their 1964 premiere and documents describing the Canadian government's decision that the Boxes are not art (1965) are included. It also contains an inkless impression of Warhol's print Cooking Pot (1962) and copies of Ron Padgett's publication 2/2 Stories for Andy Warhol, bearing Warhol's thermofax cover art. Two items of correspondence address Warhol's portrait of insurance-company magnate Watson Powell: one from Powell and the other from Warhol's assistant Billy Name discussing its aesthetics.

Time Capsule 51

Contents dated 1863-68, majority 1950s

In this small portion of Warhol's library, Good Things for Railroad Readers is dated 1863, while Marshall McLuhan's Through the Vanishing Point is from 1968. The novel Alexandra (1947) by Gladys Schmitt, Warhol's college professor, is autographed by her inside. The magazines published Warhol's illustrations of a barbecue (1960, with handwriting by his mother, Julia), and a title card for the TV drama Silent Women (1955). The fashion magazines contain the full-page ad for Chanel No. 5 cologne that Warhol appropriated for his art in 1985. They also contain articles on the Hollywood stars Marlon Brando and James Dean, who were subjects for Warhol's art.

Time Capsule 68

Contents dated 1970, 1975

This holds multiple copies of just three publications: The German art historian Rainer Crone wrote the first substantial monograph on Warhol in 1970; the pages are too brittle to exhibit its content. The book with Warhol's photographic portrait on the cover is the catalogue for his retrospective organized by the Pasadena Art Museum the same year, which traveled throughout Europe and the United States. New York magazine excerpted Warhol's new book The Philosophy of Andy Warhol (From A to B and Back Again) in 1975. The photo of Warhol in a closet with a typewriter is by Carl Fischer.

Time Capsule 237

Contents dated 1968-81, majority 1979

Among a variety of perfume packages, Studio 54 party invitations, exhibition announcements, and other ephemera of the 1970s is Arthur Tress's photograph of Warhol with his *Shadows* paintings at their initial presentation at Heiner Friedrich Gallery in New York City in 1979. Four Polaroid photos made by Warhol or his assistants include fashion designer Willi Smith, his sister actress, model Toukie Smith, actress Jessica Lange, and the co-owner of Studio 54–Steve Rubell–with Warhol. Another significant object in this Time Capsule is a ninety-one-page transcript of a conversation with the writer Truman Capote, with many corrections in his hand, which was probably for Warhol's *Interview* magazine.

Screen Tests

Screen Tests, c. 1963-66

Originally 16mm, b/w (Tri-X reversal), silent, 4 minutes each at 16fps 8 reels with 10 Screen Tests each, transferred to 4 DVDs on 4 monitors, each with 2 reels of material, total running time of each DVD approximately 80 minutes The Andy Warhol Museum, Pittsburgh

Reel 3

- 1 Henry Geldzahler, 1965
- 2 Jim Rosenquist 2, 1964
- 3 Beverly Grant 1, 1964
- 4 Pat Hartley, 1965
- 5 Roderick Clayton 2, 1965
- 6 Tony Towle, 1963
- 7 Kyoko Kishida, 1964
- 8 Charles Aberg (?) 2, 1965
- 9 Paul Thek 1, 1964
- 10 Gerard Malanga 1, 1963

Reel 5

- 1 Dennis Hopper 3, 1964
- 2 Peter Hujar 2, 1964
- 3 Bruce Rudow, 1963
- 4 Francois de Menil 1, 1965
- 5 Patrick Fleming, 1965
- 6 Helmut (?), 1964
- 7 Ivy Nicholson 1, 1964
- 8 Jane Holzer 1, 1964
- 9 Walter Dainwood 1, 1964
- 10 Paul Katz, 1966

Reel 4

- 1 Buffy (William W. Phelps), 1965
- 2 John Giorno 1, 1963
- 3 Paul (?) 1, 1965
- 4 Kenneth King 1, 1964
- 5 Dennis Hopper 1, 1964
- 6 Kip Stagg 1, 1965
- 7 Helmut (?), 1964
- 8 Dennis Hopper 2, 1964
- 9 Richard Schmidt, 1965
- 10 Gregory Battcock, 1964

Reel 8

- 1 Marian Zazeela, 1964
- 2 Edie Sedgwick 1, 1965
- 3 Charles Henri Ford, n. d.
- 4 Susan Sontag 1, 1964
- 5 Cathy (?), 1964
- 6 Mary Woronov, 1965
- 7 Debbie Caen 1, 1965
- 8 Willard Maas, 1965
- 9 Jane Holzer 2, 1964
- 10 Jane Holzer 3, 1964

Reel 10

- 1 Ethel Scull, 1964
- 2 Barbara Rose, 1964
- 3 Robin (?), 1965
- 4 Jane Holzer 4, 1964
- 5 Lou Reed, 1965
- 6 Edie Sedgwick 2, 1965
- 7 John Ashbery, 1965
- 8 Jonas Mekas, 1966
- 9 Ann Buchanan, 196410 Paul Morrissey, 1965

Reel 24

- 1 Freddy Herko, 1964
- 2 Lucinda Childs 2, 1964
- 3 John Cale, 1966
- 4 Nikki de Saint Phalle, 1965
- 5 Lou Reed 6 (eye), 1966
- 6 Lou Reed 7 (mouth), 1966
- 7 Marcel Duchamp, 1966
- / Marcel Duchamp, 19
- 8 Steve (?), 1964
- 9 June? Grace Glueck? [illegible name], 1964
- 10 Lou Reed 8 (Hershey bar), 1966

Reel 23

- 1 Sterling Morrison (smoking), 1965
- 2 Salvador Dalí (upside down), 1965
- 3 Cass Elliot 1, 1966
- 4 Ed Hood 2, 1965
- 5 Clarisse (?), 1964
- 6 Jane Holzer 7 (toothbrush), 1964
- 7 Harry Fainlight, 1964
- 8 Kenneth Jay Lane, 1965
- 9 Piero Heliczer, 1965
- 10 King (?), 1964

Reel 27

- 1 Alicia Purchon Clark 2, 1965
- 2 Ultra Violet 1, 1965
- 3 Sally Kirkland, 1964
- 4 Cathy James 2, 1965
- 5 Beverly Grant 3 (Hair), 1964
- 6 Nico 7 (Coke), 1966
- 7 Ultra Violet 2, 1965
- 8 Steve America, n. d., probably 1965
- 9 Henry Romney 2, 1964
- 10 John D. McDermott, 1965

Wallpaper

Cow. 1966

42 rolls of wallpaper

The Andy Warhol Museum, Pittsburgh

Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc.