



NEWS RELEASE

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For Immediate Release

**SPECIAL EVENTS AND PROGRAMS
OFFERED BY THE FRICK ART & HISTORICAL CENTER
IN CONJUNCTION WITH THE EXHIBITION**

1934: A NEW DEAL FOR ARTISTS

PITTSBURGH, PA—A variety of programs are offered in conjunction with the current exhibition at The Frick Art Museum. *1934: A New Deal for Artists* is on view January 30 through April 25, 2010.

Friday, January 29, 2010

Opening Celebration:

1934: A New Deal for Artists

6:00–8:00 p.m.

The Frick Art Museum

\$10 members; \$12 non-members and guests

Join the Frick for beer and light bites as we celebrate the opening of *1934 A New Deal for Artists*. Call 412-371-0600 for reservations.

Saturday, January 30 – Sunday, April 25, 2010

Exhibition:

1934: A New Deal for Artists

The Frick Art Museum

Tuesday – Sunday, 10:00 a.m. – 5:00 p.m.

Free admission

1934: A New Deal for Artists provides a view of America in 1934 as seen through the eyes of its painters. Simultaneously exuberant, colorful, serious, and diverse the 54

paintings drawn from the collection of the Smithsonian American Art Museum provide a composite portrait of America during the Depression. Late in 1933, President Franklin Delano Roosevelt's administration created the Public Works of Art Project, a bold move demonstrating the necessity of support for art, artists, and the American spirit during difficult economic times. The first federal government program to support the arts nationally, the Public Works of Art Project paid artists to embellish public buildings, and provided them with a sense of pride and mission in serving and inspiring their country.

Portraits, cityscapes, city life, landscapes, and rural life are all captured in this exhibition, which provides a unique and lasting visual record of America. Pittsburgh artist Harry W. Scheuch (1906–1978) is represented by two canvases depicting the construction of the Cathedral of Learning on the campus of the University of Pittsburgh.

Celebrating the 75th anniversary of the Public Works of Art Project, *1934: A New Deal for Artists* is organized and circulated by the Smithsonian American Art Museum with support from the William R. Kenan, Jr. Endowment Fund and the Smithsonian Council for American Art. The C. F. Foundation in Atlanta supports the museum's traveling exhibition program, *Treasures to Go*.

Support for the Pittsburgh presentation of *1934: A New Deal for Artists* is provided, in part, by United States Steel Corporation and Millstein Charitable Foundation.

Saturday, January 30 – Sunday, April 25, 2010

Exhibition:

Driving Through the Depression: On the Road in '34

Car and Carriage Museum

Tuesday – Sunday, 10:00 a.m. – 5:00 p.m.

Free admission

This exhibition at the Car and Carriage Museum examines some of the tremendous changes and challenges faced by the American auto industry in the early 1930s. *Driving Through the Depression: On the Road in '34* showcases three vehicles produced in 1934—a Dodge Brothers truck, a Ford Roadster Pickup and a Hudson Sedan. Viewed together, alongside other vehicles of the era from the Frick's permanent collection, these models illustrate the story of automobile production and usage during one of the most difficult time periods in American history.

Sunday, October 4, 2009 – Sunday, January 3, 2010

Frick Art Museum Tours of *1934: A New Deal for Artists*

Wednesdays, Saturdays and Sundays at 2:00 p.m.

The Frick Art Museum

Free

Docent-led tours of *1934: A New Deal for Artists* are available Wednesdays, Saturdays and Sundays at 2:00 p.m. Groups of five or more are requested to schedule a private tour at an alternate time. Private group and permanent collection tours cost \$7 per person, and reservations must be made one to two weeks in advance. Call 412-371-0600, 9:00 a.m.–5:00 p.m., Monday–Sunday.

Friday, February 5–Friday, April 23, 2010

Friday Features

Fridays, February 5–April 23

2:00 p.m.

The Frick Art Museum

Free

Discover the works in *1934: A New Deal for Artists* through these weekly short gallery talks highlighting a work of art and subjects of cultural interest such as the Public Works of Art Project (PWAP), Depression Era pastimes and the building of the Cathedral of Learning.

Saturday, March 6, 2010

Art Kids: *City Life, Country Life*

11:00–11:45 a.m.

Family program, kids 4–8

The Frick Art Museum

Free

Do you like the hustle and bustle of a big city, or do you prefer the peace and quiet of a sleepy farm? From skyscrapers to silos, and from barnyards to baseball fields, explore the sights, sounds, colors, and textures of our diverse country in this very special exhibition. Includes take-home project.

Sunday, March 7, 2010

History on Sunday Lecture: *Reinventing America—The New Deal*

1:30 p.m.

The Frick Art Museum

Robert Ruck, Senior Lecturer, History, University of Pittsburgh

\$8 members, teachers and students; \$10 non-members and guests: free to teachers

As this nation confronts the "Great Recession" of the last year, it has re-examined the 1930s when FDR and the New Deal remade America. The New Deal's legacy is still with us—from the bridges in Schenley Park built by WPA artisans to the FDIC plaque in banks placing the government behind bank deposits, to the creation of Social Security and the eight hour day. This lecture focuses on why and how the country changed during these years.

Wednesday, March 10, 2010

Women's History Month

Coffee and Culture: *Ketchup Sandwiches and Saving String*

10:00 a.m.

Lexington Education Center

Laura Beattie, Assistant Curator of Education

\$8 members; \$10 non-members and guests

During the Depression and the era of the New Deal, everyone found ways to cope with the dire economic situation. Join Laura Beattie over coffee as she leads a discussion, illustrated with images of the era, of the impact of the Depression on women's lives.

Saturday, April 3, 2010

Art Kids: *At Work and at Play*

11:00–11:45 a.m.

Family program, kids 4–8

The Frick Art Museum

Free

In the winter of 1934 shovelers cleared snow-covered streets and skaters glided across frozen ponds. Explore the galleries finding scenes of everyday people doing their jobs and enjoying their spare time too, then create your own game to play and enjoy at home. Includes take-home project.

Wednesday, April 7, 2010

Art at Noon: *Working Walls—Labor in Pittsburgh's New Deal Murals*

12:00 p.m.

The Frick Art Museum

Sylvia Rhor, Ph.D., Assistant Professor, Art History, Carlow University

Free and open to the public

In the 1930s, a number of post offices in the Pittsburgh region benefited from New Deal agencies employing regional artists to decorate public buildings. Join Sylvia Rhor as she tells the story of the artists employed by the Treasury Department's Section of Fine Arts or the Public Works of Art Project (PWAP), and their works, which illustrated local

scenes and history and provided a rich legacy for the enjoyment of all Pittsburgh's citizens.

Tuesday, April 13, 2010

Coffee and Culture: *Picturing the American Scene of the 1930s*

10:00 a.m.

Lexington Education Center

Barbara Jones, Chief Curator, Westmoreland Museum of American Art

\$8 members; \$10 non-members and guests

The decade of the 1930s was a tumultuous one, fraught with the Great Depression, the Dust bowl and the war in Europe. Barbara Jones examines the artistic attitudes of this period in American art and how these concerns were reflected in a full-range of stylistic interpretations.

Thursday, April 22, 2010

Thursday Evening at The Westmoreland

When Art Worked: The New Deal, Art and Democracy

7:00 p.m.

The Westmoreland Museum of American Art

Roger Kennedy, Director Emeritus of the Smithsonian National Museum of American History

Free

Historian Roger Kennedy discusses the New Deal's mobilization of artists, including filmmakers, painters, photographers, landscape designers, architects, and composers—those responsible for bringing the nation together during the Great Depression. He will be available to sign his book by the same title. ***Note: This program is being held at The Westmoreland Museum of American Art.***

For additional information or images, please contact Greg Langel, Media and Marketing Manager, at 412-371-0600 ext. 524 or GLangel@TheFrickPittsburgh.org.

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The Frick Art & Historical Center, a museum, historic site and cultural center, serves the public through preservation, presentation, and interpretation of the fine and decorative arts and historically significant artifacts for all residents of and visitors to Western Pennsylvania.