

For Immediate Release
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**OCMA PRESENTS RARELY EXHIBITED PORTRAITS
FROM ITS IMPORTANT COLLECTION OF PHOTOGRAPHY**

On view May 2–September 19, 2010



Harry Callahan, *Eleanor*, 1949; gelatin silver print; collection of the Orange County Museum of Art, museum purchase with additional funds provided by Molly and Walker Smith, Jr./Smith-Walker Foundation and the National Endowment for the Arts, a federal agency

NEWPORT BEACH, CA— This spring, the Orange County Museum of Art showcases more than 175 works primarily from the museum’s significant collection of photography, including many that have never before been exhibited. *15 Minutes of Fame: Portraits from Ansel Adams to Andy Warhol* explores a diverse range of photographic portraits from early modernism, to photographs of celebrities from the 1930s to 1960s, photojournalistic street photography from the 1960s, and contemporary portraiture. *15 Minutes of Fame* is on view May 2–September 19, 2010.

“We are excited to share with the community a major asset that has been a hidden gem until now” stated OCMA Director Dennis Szakacs. “With *15 Minutes of Fame*, visitors may experience our outstanding holdings in photography from the 1930s to the present and explore the role of photography constructing celebrity, identity, and gender over the last seventy-years.”

The title of this exhibition is derived from Andy Warhol’s infamous prediction: “In the future everyone will be world-famous for 15 minutes.” With the advent of photography in 1839, portraiture changed forever. Historically, painted portraits were primarily the domain of the aristocracy, royalty, and rulers. Soon the new medium of photography became readily available as it captured the faces and figures of well-known and anonymous individuals. Anyone’s image

could be memorialized and occasionally, sensationalized, leading to the culture of celebrity that pervades electronic media today.

15 Minutes of Fame begins with modern portraits by Ansel Adams, Manuel Alvarez Bravo, Imogen Cunningham, and Edward Weston; social documentary work by John Gutmann, Helen Levitt, Dorothea Lange, and Gordon Parks; and nudes by Ruth Bernhard, John Coplans, and Eiko Hosoe. The next gallery features portraits of artists, musicians, public figures, and celebrities from the 1930s to the 1980s by renowned photographers such as William Claxton, Philippe Halsman, Hans Namuth, George Hurrell, Andre Kertesz, Robert Mapplethorpe, and Andy Warhol.



Lawrence Schiller, *James Earl Jones, Barcelona, Spain*, 1968, silver gelatin print, collection of the Orange County Museum of Art, gift of James and Heather Carona

Subsequent galleries house photographic series from the 1960s and the 1970s including “Women Are Beautiful” by Garry Winogrand. Winogrand was fascinated with the human narrative and the aesthetic possibilities of a wide-angle camera lens. His acclaimed portfolio of 85 documentary-style photographs, of which approximately 30 are displayed at OCMA, taken in and around New York City throughout the 1960s and early 1970s celebrate contemporary urban women while also questioning how the meaning of the subject is affected by everything else within the frame. Said Winogrand of his photographs, “I do not know the women in these photographs. Not their names, work, or lives. “Women are Beautiful” is a good title for this book because they are.”

Additional series featured include Laurence Schiller’s 1960s “Portfolio”, a photojournalistic account of people and events from J.F.K. inauguration through Watergate and Larry Clark’s “Tulsa”, an early example of a personal social documentary. “Tulsa” is the harrowing observation of the shocking and provocative behavior of Clark’s circle of friends in his hometown of Tulsa, Oklahoma. These photographs were taken in three protracted series between 1963 and 1971, and combine the documentary style and narrative sequencing of a photographic essay with startling intimacy and emotional intensity.



Daniela Rossell, *UNTITLED (RICAS Y FAMOSAS)*, Mexico City, 1999, type C print, edition of 5, collection of the Orange County Museum of Art, museum purchase with funds provided through prior gift of Lois Outerbridge

The final gallery culminates with contemporary work: a selection of self-portraits and directorial photographs by artists including Jo Ann Callis, Eileen Cowin, Rineke Dykstra, Katy Grannan, Robert Heinecken, Sharon Lockhart, James Luna, Catherine Opie, Daniela Rossell, Kelly Nipper, Tim Sullivan, William Wegman, and Charlie White. Many of these artists utilize fiction, humor, artifice, and make-believe to represent the human condition and to explore the subjects of identity and perception.

In conjunction with this exhibition, a participatory installation: **Photo Op** will be installed where visitors are able to take photographs of themselves and display them on the walls, attaining their own “15 minutes of fame.” This area also includes the small Polaroid portraits Andy Warhol took of artists, actors, athletes, and socialites as studies for the photo silk screens of celebrities that he began to make in the 1970s.

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EXHIBITION RELATED EVENTS:

Members' Opening Reception

Saturday, May 1, 8-10 pm

Reservations highly recommended. Please RSVP to (949) 759-1122 ext. 213

OCMA Third Thursdays

Every third Thursday beginning April 29, 7 pm

Free with museum admission

Spend an evening at OCMA every third Thursday of the month with behind-the-scenes curatorial tours, extended gallery hours, and exciting adult programs related to the exhibitions. Visit www.ocma.net for details.

Sunday Salons

April 25, May 23, June 20, July 18, August 22, 2 pm

Free with museum admission

Join a pair of artists--one from each of our spring exhibitions, *15 Minutes of Fame: Portraits from Ansel Adams to Andy Warhol* and *New Art for a New Century: Contemporary Acquisitions, 2000-2010*, as they each present a gallery talk about their own art then engage in a discussion. Photographers from *15 Minutes of Fame* will choose a recent acquisition, while artists from *New Art for a New Century* will select a photograph to stimulate a cross-disciplinary conversation with the public.

ABOUT THE EXHIBITION

15 Minutes of Fame: Portraits from Ansel Adams to Andy Warhol is organized by the Orange County Museum of Art and curated by Karen Moss, deputy director for exhibitions and programs at OCMA.

ABOUT THE ORANGE COUNTY MUSEUM OF ART

The Orange County Museum of Art is dedicated to enriching the lives of a diverse and changing community through modern and contemporary art. The premier visual arts museum in Orange County, California, OCMA serves a population of nearly three million residents in one of the fastest-growing metropolitan areas in the United States. The museum's program of dynamic solo exhibitions and landmark group shows links historical and contemporary art and ideas, bridges local and global perspectives, and embraces a diverse array of cultural activities and media.

MUSEUM INFORMATION

The Orange County Museum of Art in Newport Beach is located at 850 San Clemente Drive in Newport Beach, CA. Hours are 11 am to 5 pm, Wednesday through Sunday, with extended hours Thursdays from 11 am to 8 pm. Admission is \$12 adults; \$10 seniors and students; children twelve and under and OCMA members are free. All facilities are handicapped accessible. For more information, call 949.759.1122 or visit www.ocma.net.