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DAYTON, Ohio, September 6, 1968 --- A leading example of business support for the arts will be featured at the University of Dayton when the exhibition, "The Mead Corporation Collects," opens in the Art Gallery and Torch Lounge of the J. F. Kennedy Union on September 16. The show, which has been on an extensive two-year tour, will close at UD on October 7.

A private showing, by invitation only, is being given Sunday, September 15, and is being co-sponsored by the Mead Corporation and the University's Union Activities Organization.

The exhibition, which will be coming from Grand Rapids, Michigan, contains 44 paintings and collages by contemporary Americans artists. It has grown out of successive art programs over a 10-year period, 1955-1965, in which The Mead Corporation has served as a patron for American art and artists.

The collection represents the work of 40 American artists from 16 states, Massachusetts to California, and Florida to Wisconsin. Representing Ohio are William Clark Kortlander and Donald Roberts, both of Athens, and Robert Laessig of Cleveland. Kortlander's work is called, "Participants," while Laessig entitles his, "Autumn Mist". Roberts' painting is "Mutuality."

The purchase of contemporary paintings has been a major feature of Mead's continuing effort to make a significant contribution to the country's cultural development. Initiated in 1955, the company's art programs have grown from the commissioning of a single painting to a competition limited at first to the Southeast, then expanded to include the Midwest, and in 1965 opened to artists throughout the country.

Approximately 10,000 entries have been submitted by artists. From the works selected for exhibition by art professionals, Mead has purchased those now comprising its permanent collection, which until recently could only be seen in the company's New York offices.

Mead won one of the first Business in the Arts Awards presented by Esquire Magazine. The company was cited for "an outstanding program which brings the fine arts to a wider audience."

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Commenting on the growing alliance between industry and art, Mr. Howard E. Whitaker, chairman of the Board of the Ohio-based paper and paper products company, said: "In designing and packaging products; in films and market goods; and in countless other ways, business depends upon nearly every art form. We require the services of actors, artists, musicians, graphic and industrial designers, writers and directors. And good art work is good business.

"We believe American artists have significant things to say about our world today and deserve a chance to be heard and seen. Our intention is to provide a cross-section of contemporary art -- representing what American artists are doing."

The collection, on its present tour of American campuses, has been or will be in Pennsylvania, Ohio, Indiana, Tennessee, Georgia, Maine, Massachusetts, Michigan, Iowa and Wisconsin. It also has appeared at the Knoedler Art Galleries in New York City, Toledo Museum of Art, Cleveland Institute of Art, Memorial Art Gallery, University of Rochester; Wadsworth Atheneum, Hartford, Connecticut; Contemporary Arts Center, Cincinnati; and Flint Institute of Arts, Flint, Michigan.

The exhibit has attracted large crowds and widespread publicity and has been featured in a 1967 book, "Artist & Advocate, An Essay on Corporate Patronage."