

Columbia Museum of Art

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with intellectual discipline, rigorous skill and authentic joy in the process of communication.

Found in Translation is destined to inspire our community and open doors to understanding cultures beyond our own. It shows visitors that what we share culturally is perhaps greater than what separates us. Abstract art is capable of expressing complex ideas like unity and continuity.

"We all need to understand more about the world in which we live, and Naifeh's exhibition is a smart, vibrant way of encountering Middle Eastern ideas," CMA Chief Curator, Will South, said.

Naifeh has exhibited work throughout the Islamic world including Abu Dhabi, Jordan, Pakistan and the Muslim cities of Kano and Kaduna in Nigeria. He studied art with the Nigerian artist Bruce Onobrakpeya. He also studied contemporary art with Sam Hunter, former curator of the Museum of Modern Art and the Jewish Museum, and he studied Islamic art with Oleg Grabar and Cary Welch.

With his co-author, Gregory White Smith, he has also written 18 books, including five *New York Times* bestsellers. Recently, they published the biography, *Van Gogh: The Life*, which was recently featured on *CBS 60 Minutes*. The book was featured on several best book lists for 2011 in *The New York Times*, *The Economist*, *The Washington Post* and was the *Sunday Times of London's* Best Art Book of the Year. The CMA hosted Naifeh for a lecture and book signing in January 2012.

The exhibition's sponsors include: Mrs. Joyce Martin Hill, Nelson Mullins Riley & Scarborough LLP, Dr. Gregory J. Wych, Dr. Suzan D. Boyd and Mr. M. Edward Sellers, Mrs. Carol C. Saunders, Dr. Carolyn Kressler-Greenburg and Dr. Stanley H.



Cyrene XV: Venetian Blue by Steven Naifeh

Greenburg, The Clarion Hotel and The Hilliard Family Foundation, Inc.

A full-color, 135-page catalogue complements the exhibition and features a conversation between the artist and CMA Chief Curator Will South. This publication is designed to enhance your CMA experience and provide insight on some of the artist's most famous works. The catalogue is available for purchase in the Museum Shop and online at (www.columbiamuseum.org).

Inspired by the exhibition *Found in Translation: The Art of Steven Naifeh*, Eau Claire community members, CMA Passport to Art participants and CMA Spring Workshop students created paper and tile mosaics based on the concepts of simple geometry. Their works are on view beginning Tuesday, June 11 in the exhibit Geometric Visions, in the Interactive Education Gallery, through Aug. 11, 2013.

For further information check our SC Institutional Gallery listings, call the Museum at 803/799-2810 or visit (www.columbiamuseum.org).

City Art Gallery in Columbia, SC, Features Works by Gerard Erley

City Art Gallery in Columbia, SC, will present *From Vistas to Vases*, featuring oil paintings by Gerard Erley, on view from May 9 - June 15, 2013. A reception will be held on May 9, from 6-8pm.

Gerard Erley, an Illinois native currently living in South Carolina, has had over two dozen solo exhibits throughout the United States. His award-winning artwork has been exhibited in over 200 juried shows, winning over 60 awards. The artist's work has hung in museums and galleries from New York to California, and can be found in museum, corporate and private collections both in the United States and abroad.



Work by Gerard Erley

Erley creates his imaginary landscapes in oil paint on canvas and panels. He rarely refers to photos or sketches, preferring to paint in the studio from memory and intuition. The artist is influenced by such 19th-century American and European painters as George Inness, Corot, and Turner. Like them, he seeks a sublime quality of light in his romantic landscapes.

"The oil paintings on display are divided into two distinct bodies of work, thus the title of the exhibit, *From Vistas to Vases*," says Erley.

The landscape paintings (the Vistas) represent a direction to which I have been committed for a number of years. Although these paintings present the landscape, I do not paint nature in an attempt to duplicate



Work by Gerard Erley

what the eye sees. Rather, landscape imagery is explored for its expressive potential, its unique emotional language. The oil paintings are created without the aid of photographs or on-site sketches. Instead, I rely on a mixture of impressions from nature, an awareness of art history, and a healthy dose of intuition. What I hope to realize in paint is something both poetic and persuasively real.

The floral paintings (or Vases) are a recent exploration. In them, I reference actual flowers as I paint. The blooms provide intense colors, unique shapes, and sometime potent aromas, all of which inspire my visual journey. On the canvas, a playful arrangement of elements results, not unlike a jazz improvisation on a given melody.

"I find that painting the landscapes (with no real land in sight) leads to a seemingly more 'literal' take on the subject, presenting views that just might actually exist. In contrast, in working from life with the flowers, I am prompted to work in a less "realistic" manner, leading to a free form approach to color and shape. I am surprised that this should be the case. Oh, the vagaries of art!," says Erley.

For further information check our SC Commercial Gallery listings, call Wendyth Wells at 803/252-3613 or visit (www.cityartonline.com).

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South Carolina State Museum in Columbia, SC, Offers Advertising Art

The South Carolina State Museum in Columbia, SC, is presenting *Between the Springmaid Sheets*, featuring advertising art used in a controversial ad campaign which helped turn a struggling Springs Mills into one of the giants of the textile industry, on view through Sept. 8, 2013.

Through dozens of works of art, the exhibition tells the story of Springs, a struggling enterprise in 1931 when dashing World War I flying ace Col. Elliott Springs inherited his father's business. The exhibition explains how the brilliant and daring Springs used racy images and innuendo-laced text to catapult his struggling cloth business to prominence following World War II.

"The principle focus of the exhibition and accompanying catalogue is the collection of original maquettes (illustrations) and associated advertisements by internationally known illustrators such as James Montgomery Flagg, George Petty and Rockwell Kent," said Karen Derksen, director of Winthrop University Galleries, who curated the exhibit for Winthrop University Galleries in 2012.

"Through these illustrative works, *Between the Springmaid Sheets* explores the motivations and societal circumstances that built the successful brand still known today as Springmaid."

Spring began commissioning artwork depicting attractive young women as his "Springmaids." The ads were considered risqué at the time (and some still are), but the controversy only promoted the product even more, and the legendary marketing savant restored Springs Mills to prosperity by the 1950s.

While the advertising industry initially called Springs's ads "degrading," today his potpourri of risqué images, puns and double entendres is studied at major universities around the world.

"These illustrations and their slogans have become part of the visual culture of



Between the Springmaid Sheets, contains art that combined images of pretty women with puns and double entendres. One such ad was "Be Protected," circa 1947 by Fritz Willis. Art courtesy Winthrop Galleries/SC State Museum

our state and beyond," said State Museum Curator of Art Paul Matheny. "The artwork and its use in advertisements in nationally published magazines has become an important and influential part of our cultural history."

Advertising alone didn't turn the company's fortunes around, however. Savvy business moves on Springs's part had the mill manufacturing not just cloth, but finished textile goods, primarily bed sheets, after World War II. Springs also modernized and expanded the company.

Realizing that the success of this new structure depended on a national market for his finished textiles, Springs devised a nationwide ad campaign that provoked but with humor, that combined the ridiculous with the sublime by transforming a typical sexy ad into a cartoon.

The deadline each month to submit articles, photos and ads is the 24th of the month prior to the next issue. This will be May 24th for the June 2013 issue of *Carolina Arts*.