

SC State Museum in Columbia, SC

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Nearly 20 years earlier, Springs had proposed the idea to his father, and in the post-war world he brought out his concept of cartoons laced with witty double entendres. It was as clever as it was provocative, and its intellectual properties caught the public's imagination, and its dollars. Captions often described the action in the cartoon, and the images became known by these descriptions: "A Buck Well Spent," "Clothes Make the Man, or How to Put the Broad in Broadcloth," or "You Can't Go Wrong on Fort Mill Sheets." The attractive "Springmaids" depicted in the ads

often were modeled for the paintings by female employees of the company.

"Winthrop Galleries is grateful to the South Carolina State Museum for its support of this exhibition and excited that Springs's important legacy in advertising history is reaching a greater audience," said Derksen.

The exhibit is sponsored by YP.com. For further information check our SC Institutional Gallery listings, call the Museum at 803/898-4921 or visit (www.southcarolinastatemuseum.org).

Columbia Museum of Art Features Prints by Pablo Picasso

The Columbia Museum of Art in Columbia, SC, is presenting *Picasso: Master Prints*, featuring some of the artist's greatest prints, on view in the Mamie and William Andrew Treadway, Jr., Gallery 15 through August 11, 2013.

Picasso: Master Prints showcases etchings, lithographs and silkscreens by Pablo Picasso, the most influential artist of the 20th century. Best known as the inventor of Cubism, Picasso was prolific in still life, figurative art, and mythological scenes, all of which are featured in this exhibition. No matter what kind of print he was making or what the subject matter was, Picasso brought an extraordinary level of innovation and expertise to the art of printmaking, making every work in this exhibition a master print.

Fourteen of the prints in this exhibition are on loan to the CMA from the Weatherspoon Art Museum in Greensboro, NC. Picasso sold these prints directly to his friends and active art collectors, Etta and Claribel Cone. In turn, the famous Cone sisters gave them to Page 30 - Carolina Arts, May 2013



Pierrot and Harlequin, c. 1922, stencil on paper, ed. 29/100. 10 13/16 x 8 3/8 inches, WAM 1950.1020

the Weatherspoon Museum. This selection includes a set of 10 color pochoirs continued above on next column to the right

(silkscreens) made in the early 1920s.
The set of pochoirs in *Master Prints* was published by Picasso's dealer of that time, Paul Rosenberg.

Picasso's images were inspired by his work for the famous Ballets Russe (Russian Ballet) and the Commedia dell'Arte, a 16th century form of Italian theatre characterized by masks. Themes from these two theatrical sources made their way into the prints through the characters of Harlequin (a clown) and Pulcinella (the ancestor of Punch). Visitors also see the guitar-the instrument of the wandering troubadour-reconfigured by way of

In addition to the brilliantly colored pochoirs, this exhibition includes classic black and white work by the master. One is *The Coiffure of 1923*. In his neoclassical style, Picasso transforms the visual solidity of Greek sculpture into minimalist modern lines. Though this image is small in scale and the artist uses almost no detail, a sense of classical grandeur is realized by positioning the figures in a pyramid.

"In *Picasso: Master Prints*, we see that the creativity of Picasso knew no bounds, making this small but dynamic exhibition a true must-see show," CMA Chief Curator Will South said.

This exhibition is generously sponsored by: Mr. and Mrs. Robert L. Burr, Mr. Robert W. Foster, Sr., Ms. Ann Marie

Stieritz and Mr. John B. Carran, Walda Wildman CPA, LLC, and Dr. Caroline Whitson.

The Columbia Museum of Art is South Carolina's premier international art museum and houses a world-class collection of European and American art. Founded in 1950, the Museum opened its new building on Main Street in 1998 with 25 galleries. The collection includes masterpieces of the Italian Renaissance, Baroque and Rococo from the Samuel H. Kress Collection, porcelain and works by significant furniture and silver makers, as well as American, Asian, and modern and contemporary art. Of particular interest are Sandro Botticelli's Nativity, Claude Monet's The Seine at Giverny, Canaletto's View of the Molo, a Dale Chihuly chandelier and art glass by Louis Comfort Tiffany.

The Museum offers changing exhibitions from renowned museums and educational programs for all ages that include classes, lectures, films and concerts. It is the recipient of a National Art Education Association award for its contributions to arts education and an Elizabeth O'Neill Verner Governor's Award for the Arts for outstanding contributions to the arts in South Carolina.

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

