

the warhol:

press release

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FOR IMMEDIATE RELEASE

THE ANDY WARHOL MUSEUM PRESENTS SPECIAL EXHIBITION

1958

(Pittsburgh, PA)...September 26, 2008... The Andy Warhol Museum opens a new exhibition, *1958*.

The exhibition, *1958*, opens on October 4, 2008 and will be on view through January 11, 2009. The exhibition features two sections, *Detroit, Carbro Prints, 1958* and *Isn't That Amazing!, The Appeal and Spiel of Ronco and Popeil* as well as a selection of never before shown Warhol drawings from the 1950s, and more.

The first section of the exhibition, *Detroit*, is a new series of photographs by renowned collaborative artists McDermott and McGough. These 20 images, printed in the tri-color carbro process refined and perfected by Paul Outerbridge in the 1930s, reflect a vibrancy of both color and the optimism of 1958. This body of work was shot on location at The Henry Ford Museum in Michigan in 2007. A publication accompanies the exhibition, with essay by Stephen C. Pinson, The Robert B. Menschel Curator of Photography at the New York Public Library, and foreword by John Ashbery.

The duo of Peter Thomas McGough and David Walter McDermott has been creating art together since 1984. Their exhibitions have been on view at Museum of Modern Art, Belgium; Rijksmuseum, Amsterdam; Galerie Jérôme de Noirmont, Paris; Akureyri Art Museum,, Iceland among other. McGough, born in Syracuse, New York 1958, lives in New York City while McDermott, born in Hollywood, California in 1952, presently resides in Dublin.

The second section of the exhibition features the largest collection of original Popeil and Ronco TV-advertised gadgets. This collection, *Isn't That Amazing!, The Appeal and Spiel of Ronco and Popeil*, includes over 150 gadgets, related ephemera and television commercials produced by the Chicago based Popeil Brothers and Ronco companies, both founded by members of the Popeil family. This exhibition is from



McDermott McGough, *Phone Call*, 2007



Popeil's Dial-O-Matic

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One of the four Carnegie Museums of Pittsburgh

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The Warhol Presents *1958*

the collection of Tim Samuelson, author of the book *But Wait! There's More: The Irresistible Appeal and Spiel of Ronco and Popeil*.

The Popeil family began as street peddlers in the 1930s and '40s and through the magic of television and their innovative and unusual products became celebrities of popular culture. Popeil Brothers was established in 1945 by the late Samuel J. and Raymond Popeil. Ronco was co-founded in 1964 by Samuel J.'s son Ron Popeil and a family friend. Ronco is currently based in California.

Also included in the exhibition are never-before-shown works by Warhol as well as Lamar Advertising billboard designs and WTAE TV video and archival materials from their beginnings in 1958.

Exhibition Opening Celebration

Friday, October 3, 2008

7-9 p.m.

Join us to celebrate the opening of our special exhibition *1958*. This exhibition is part of our Pittsburgh 250 celebration and features the photography of McDermott & McGough as well as everything 1958. Bop around to popular hits of the year played by DJ's Justin Hopper and Nelson Harrison.

Cash bar and lite bites

Tickets: \$15

For tickets or more information visit www.warhol.org or call 412.237.8300

Exhibition Media Sponsor



The Warhol Presents *1958*

The Andy Warhol Museum receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania; the National Endowment for the Arts, a federal agency and The Heinz Endowments. Further support is provided by the Allegheny Regional Asset District.



About The Andy Warhol Museum

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. Additional information about The Warhol is available at www.warhol.org.

About Carnegie Museums of Pittsburgh

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. In 2007, the museums reached 1.3 million people through exhibitions, educational programs, outreach activities, and special events.

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Phone: 412.237.8300

Hours: Tues, Wed, Thurs, Sat and Sun 10 a.m. – 5 p.m.

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The Warhol Presents *1958*

Fri, 10 a.m. – 10 p.m.

Mon closed

Admission: Members – free

Good Fridays 5-10 p.m., Half-price Museum admission

Adults - \$15; Sr. Citizens - \$9; Children/Students - \$8

The Warhol Store/The Warhol Café – free