

# THE ANDERSEN WINDOW GALLERY

The Andersen Window Gallery offers a new view of the Walker Art Center's permanent collection by focusing on a particular artwork, theme, or artistic practice. These temporary, multidisciplinary installations began with the 1940s — the decade during which the Walker expanded its collection to include modern art — and the series is proceeding decade by decade through contemporary art of the 1990s. This unique space was created in collaboration with the Andersen Corporation.



# WALKER ART CENTER

MINNEAPOLIS, MINNESOTA OCTOBER 12, 1997 – MAY 10, 1998

*"During the 1960s and early 1970s, a volley of challenges were aimed at nationalism, the environment, sexuality, the nature of consciousness, culture, work, lifestyle — all were radically, sometimes substantially reconsidered. Fire power and flower power; rock festivals and rocks thrown at cops, body counts, body bags, body paint — all became part of the 1960s landscape."* — Abe Peck, *Uncovering the Sixties: The Life and Times of the Underground Press*, 1972

## ART OF THE 1960S: MEDIA IS THE MESSAGE

MEDIA

MINNEAPOLIS—Perhaps more than any other decade since World War II, the 1960s was a period of extreme contradictions both in the United States and across the globe. Free speech and civil rights, Vietnam and the antiwar movement, political aspirations and assassinations marked an era characterized by its hope and idealism, anger and confusion, creativity and destruction. Beginning in the early 1960s, the public witnessed many important social, political, and cultural events

in an unprecedented explosion of mass media — radio, newspapers, magazines, and television — which contributed directly to the rise of popular culture and the advent of new artistic sensibilities.

*Art of the 1960s: Media Is the Message* focuses on work from the Walker's permanent collection that represents just a few of the many subjects and iconic images of this period. Some of the artists are associated with Pop Art, and their

works directly appropriated images from mass media and popular culture. This movement first emerged in England in the 1950s and began to dominate the international art scene in 1960. Other artists represented in this exhibition invented new genres such as video art, performance art, and artists' books and publications, often adopting the strategies of mass media or the icons of popular culture as a method of social critique.



Roy Lichtenstein *Standing Explosion* 1965 enamel on steel  
Gift of Mrs. Julius Davis, 1997

## MCLUHAN DECLARES "THE MEDIUM IS THE MESSAGE"

TORONTO—The subtitle of the exhibition derives from "The medium is the message," a quote by Herbert Marshall McLuhan (1911–1980), a Canadian professor and communications theorist who became internationally known in the 1960s and 1970s for his studies on the effects of mass media on social behavior. McLuhan called television a "cool medium" to describe its neutralizing

effects, and also coined the phrase "global village," which refers to the ways new electronic media improved mass communications throughout the world. These ideas began to influence artists in the 1960s and prevail today as new media proliferates at an even greater speed, affecting art and life in our contemporary information age.



Photo: George Dippel, Peter Moore

*"It is the medium that shapes and controls the scale and form of human association and action."*

— Marshall McLuhan, 1964

## THE WHOLE WORLD IS WATCHING

### 1960

- January 1** Television sets present in 87% of American homes
- January 2** John F. Kennedy (JFK) announces presidential candidacy
- February 1** Black students in Greensboro, N.C., protest segregation policies
- May 1** American U-2 spy plane shot down over central Russia
- May 6** President Eisenhower signs Civil Rights Act of 1960 into law
- May 9** Federal Drug Administration approves first birth-control pill
- June 30** Belgian Congo declares independence; civil war ensues
- September 26** First televised presidential-campaign debate
- November 8** Kennedy/Johnson win election over Nixon/Lodge



Richard Nixon during presidential-campaign debate; President and Jacqueline Kennedy

Documentary images used in the timeline are stills from Charles Braverman's video *The Sixties*, 1969

### 1961

- January 3** U.S. breaks diplomatic relations with Cuba
- January 20** JFK inaugurated president
- March 21** U.S. sends military aid to Laos
- April 12** Soviet cosmonaut Yuri Gagarin becomes first man in space
- April 17** Bay of Pigs Invasion of Cuba
- May 4** Freedom Riders leave Washington, D.C., to test desegregation in the South
- May 5** Astronaut Alan Shepard becomes first American in space
- August 13** Wall erected between East and West Berlin
- September 20** Timothy Leary establishes International Foundation for Internal Freedom to promote LSD research and publish *The Psychedelic Review*
- October 29** U.S.S.R. detonates 50-megaton hydrogen bomb, creating the largest explosion in history
- December 12** JFK sends first 400 American combat troops to Vietnam

### 1962

- February 20** Astronaut John Glenn is first American to orbit Earth
- April 25** U.S. resumes atmospheric nuclear testing
- May 31** Convicted Nazi war criminal Adolf Eichmann executed in Israel for crimes against the Jews following an internationally televised trial
- June 11–15** Students for a Democratic Society holds first national convention in Port Huron, Michigan
- July 3** France transfers sovereignty to new republic of Algeria
- August 5** Marilyn Monroe commits suicide
- October 1** James Meredith, escorted by federal marshals, registers at the University of Mississippi, marking the state's first desegregation of a public school
- October 22–November 2** Cuban Missile Crisis
- December 31** 11,000 U.S. military personnel stationed in South Vietnam

## 1963

- February 19** Betty Friedan's *The Feminine Mystique* is published
- March 1** Major civil rights voter-registration drive begins in Mississippi
- March 19** Alfred Hitchcock's film *The Birds* released
- May 3** Birmingham police use fire hoses and police dogs against desegregation marchers
- June 12** Civil-rights worker Medgar Evers murdered in Mississippi
- June 26** JFK delivers "Ich bin ein Berliner" ("I Am a Berliner") speech in Berlin
- August 5** Nuclear test-ban treaty signed by U.S., U.S.S.R., and Great Britain
- August 28** Martin Luther King, Jr. delivers "I Have a Dream" speech in Washington, D.C.
- September 15** Four African-American girls killed in church bombing in Birmingham, Alabama
- November 22** JFK assassinated in Dallas, Texas; Lee Harvey Oswald arrested; Lyndon B. Johnson (LBJ) assumes office
- November 24** Oswald murdered by Jack Ruby in full view of the nation's television audience



Martin Luther King, Jr.

# LONDON POPS TO MINNEAPOLIS

MINNEAPOLIS—In 1965, the Walker Art Center demonstrated its ongoing commitment to showcasing emerging international artists with *London: The New Scene*. By organizing and touring a group exhibition of this stature, the Walker became one of the first American museums to endorse the newest trends in contemporary British painting and sculpture. The rejuvenated British economy and shifts in social, cultural, and political attitudes had fueled an artistic resurgence and works by artists featured in the exhibition—Peter Blake, David Hockney, Howard Hodgkin, Allen Jones, Phillip King, Bridget Riley, and Joe Tilson—exemplified the innovative use of these traditional art forms.

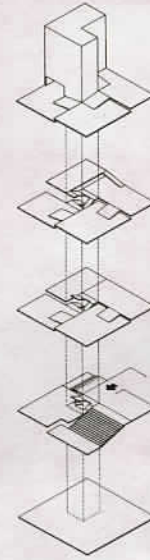
In London, popular survey exhibitions in the early 1960s, such as *Modern Art in the United States* and *The New American Painting*, had been highly regarded by the public and the artistic community. Many of the artists in *London: The New Scene* were thus inspired by the work of Robert Rauschenberg, color-field painting, and American art movements such as Abstract Expressionism.

The formal qualities of the former Walker Art Center galleries were incongruous with the colorful, bold, and geometric works exhibited. It became increasingly clear that as contemporary artists reinvented forms and utilized

new media, the Walker needed an unobtrusive exhibition space to adequately exhibit their work. Shortly after the exhibition, Director Martin Friedman and the Board of Directors began plans for a new space that would house exhibition, performance, and educational facilities for the flourishing Walker programs. In 1968 architect Edward Larrabee Barnes revealed his plans for the new Walker Art Center.

### MUSEUM WITHOUT WALLS

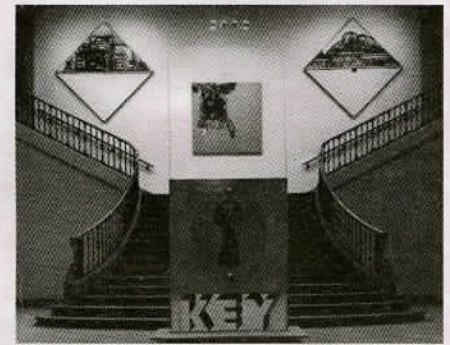
In 1969 the building was razed and the Walker Art Center became the "museum without walls" until 1971, when the current structure was completed. During the construction, works from



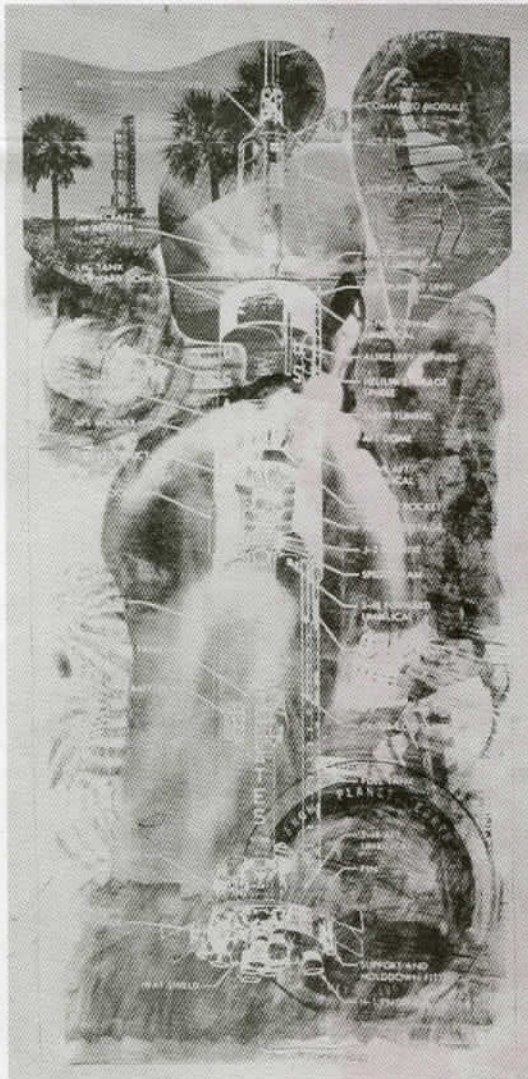
"Museums are unique, one of the few buildings built to show something else off. The building can't compete with the art; it has to be as simple as the pyramids, if possible."

— Edward Larrabee Barnes, 1969

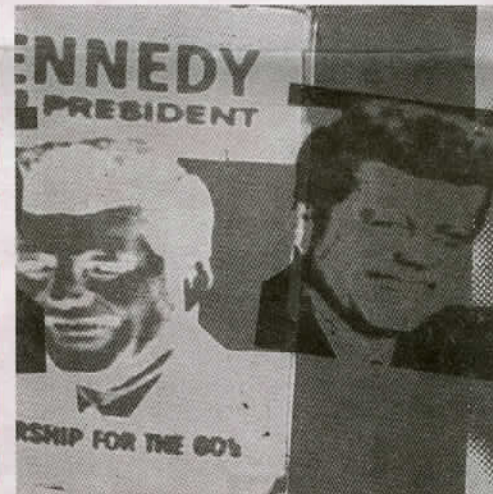
left: Drawing of the new Walker floor plan, 1968  
below: Installation view of *London: The New Scene*



CONTINUED ON PAGE 4



# POP ART EXPLODES IN THE U.S.



left to right:  
Robert Rauschenberg  
*Sky Garden*, 1969 lithograph,  
screenprint on paper  
Gift of Kenneth E. Tyler, 1985

Andy Warhol portfolio cover of *Flash*—November 22, 1963  
1968 (detail)

Andy Warhol *Flash*—November 22, 1963  
1968 screenprint on paper  
McKnight Acquisition Fund and the T. B. Walker Acquisition Fund, 1989

Works by Warhol © 1997  
Andy Warhol Foundation for the Visual Arts/ARS, New York

NEW YORK—Campbell's Soup cans, giant electric plugs, cartoon strips, and Hollywood invaded the art world of the 1960s. The emergence of Pop Art not only marked the end of the Abstract Expressionist era of artist-heroes and gestural, expressionist works, but defined the dependence and influence of popular culture and mass media on art. Claes Oldenburg appropriated common household

objects, such as fans, lipsticks, clothespins, and ice cream cones, which he transformed into monumental sculptures. Robert Rauschenberg and Andy Warhol often based their artworks on images from the media.

Consumption culture of the 1960s was the result of mass media dissemination—newspapers, advertisements, and especially television—making

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## 1964

- January 8** LBJ declares "unconditional war on poverty in America" during State of the Union address
- January 29** Stanley Kubrick and Terry Southern's film *Dr. Strangelove* released
- February 9** The Beatles make U.S. television debut on the Ed Sullivan show
- April 22** New York World's Fair opens
- June 12** Nelson Mandela sentenced to life in prison for plotting to block the South African government's racial separation plans
- July 2** LBJ signs Civil Rights Act of 1964 into law
- August 10** Gulf of Tonkin Resolution
- September 29** Free Speech Movement, led by Mario Savio, begins in Berkeley, California, with sit-ins and calls for campus strike
- October 14** Martin Luther King, Jr. receives Nobel Peace Prize in Stockholm
- November 3** LBJ elected president in landslide victory over Barry Goldwater



The Beatles' first American press conference

# 1965

- February 2** Malcolm X murdered at rally in Harlem
- February 7** LBJ orders bombing raids on North Vietnam
- March 21** Martin Luther King, Jr. leads five-day voting-rights march in Alabama, from Selma to Montgomery, under protection of federal troops
- July 10** The Rolling Stones' hit song "Satisfaction" is number one on the charts
- July 24** Bob Dylan "goes electric" with rock band at Newport Folk Festival
- July 30** LBJ signs Medicare bill into law
- August 10-13** Riots erupt in the Watts neighborhood of Los Angeles
- November 27** March on Washington, D.C., for peace in Vietnam

# BRITS INVADE AMERICA!

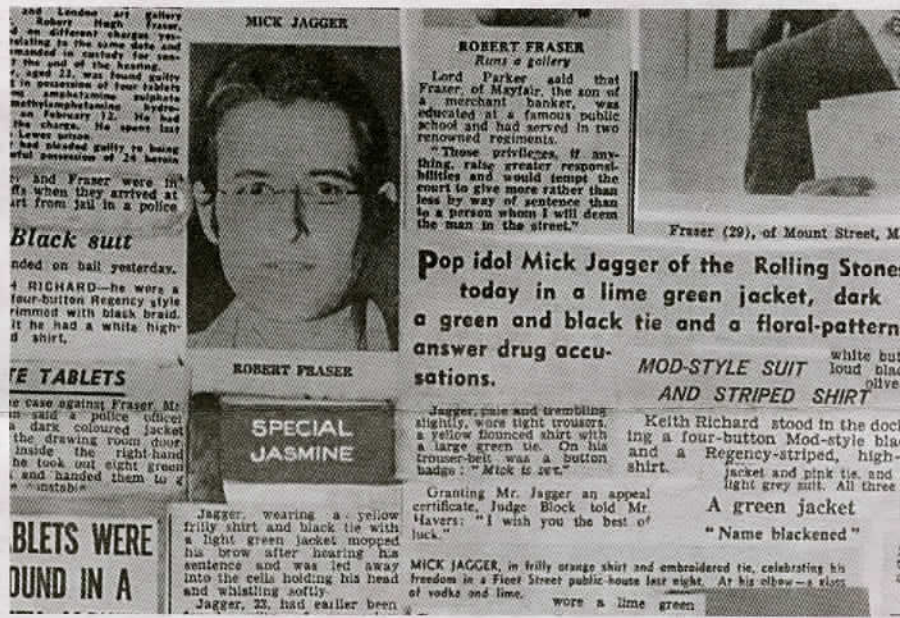
LONDON—With technological innovation, the dissemination of mass media paved a new informational highway during the 1960s. As a result, international exchange in politics, economics, society, and culture was evident. The British invasion of the United States through music, fashion, and art infiltrated the masses with the Beatles, the Rolling Stones, Carnaby Street, designer Mary Quant, and the miniskirt. British culture was irrevocably bombarding American society with popular culture. Even the term "Pop Art"—an artistic trend in which popular-culture imagery was used as the subject—was coined by British critic Lawrence Alloway.

The work of British artist Richard Hamilton exemplifies these artistic and cultural trends. Hamilton, a pioneer of international Pop Art, was a founding member of the influential Independent Group. During the 1950s, the Independent Group embraced a consumer-based aesthetic, drawing imagery from Hollywood and mass media that blurred the lines between "high" and "low" art. Hamilton's *Swingeing London 67—poster* embraces a media and societal consciousness while referencing popular icons.

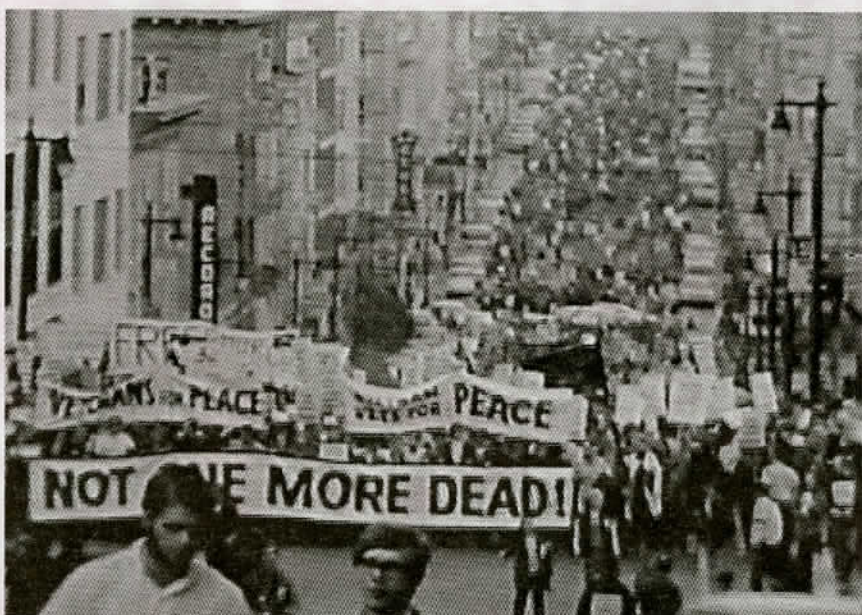
On February 12, 1967, Mick Jagger, lead singer of the rock group the Rolling Stones, and Robert Fraser, Hamilton's art dealer, were arrested for possession of illegal substances at the home of Rolling Stones guitarist Keith Richards. British tabloids splashed headlines and conflicting reports about the event. *Swingeing London 67—poster* articulates these contradictions by reproducing a collage of

articles supplied by Fraser's press-clipping service. Hamilton vented his outrage of the incident, pledged his support of Fraser, and utilized the media as his medium to question the integrity of the press.

The title *Swingeing London 67—poster* is a sarcastic pun on the popular 1960s reference to London as "The Swinging City." In British vernacular "swingeing" means "heavy" or "big." Used in the title of this work it refers to the judge's statement about Fraser's jail sentence, "There are times when a swingeing sentence can act as a deterrent." The work indicates Hamilton's opinion that however progressive and enlightened Great Britain appeared to be, it was still hindered by its conservative past.



above: Richard Hamilton *Swingeing London 1967—poster* 1967 (detail below) photo offset lithograph on paper mounted on board Gift of Mr. and Mrs. Russell Cowles II, 1979



New York antiwar demonstration

# 1967

- April 15** 100,000 attend antiwar demonstration in New York City
- April 28** Boxer Muhammad Ali stripped of heavyweight crown for draft resistance
- June 1** The Beatles' *Sergeant Pepper's Lonely Hearts Club Band* hits the charts
- June 5** Six-day war between Israeli and Arab forces
- June 16-18** Monterey Pop Festival
- June 17** China announces its first successful testing of hydrogen bomb
- June 21** "Summer of Love" begins with 30,000-50,000 people in attendance for solstice party in Golden Gate Park, San Francisco
- June 23** Racial violence erupts in Detroit; 7,000 National Guardsmen aid police
- September 7** 464,000 American troops in Vietnam; 13,000 American casualties
- October 2** Thurgood Marshall sworn in as first African-American U.S. Supreme Court Justice
- November 9** First issue of *Rolling Stone Magazine* published

# 1966

- April 18** Beginning of China's Cultural Revolution led by Mao Tse-Tung
- April 21** First artificial heart implanted in human patient by Dr. Michael E. De Bakey
- June 13** Supreme Court rules in Miranda case that criminal suspects must be informed of their rights upon arrest
- June 29** U.S. bombing raids on Hanoi and Haiphong
- June 30** National Organization for Women (NOW) founded
- July 12-23** Race riots in Chicago, Brooklyn, Jacksonville, and Cleveland
- August 5** John Lennon says the Beatles are more popular than Jesus Christ
- October 15** Number of U.S. troops in Vietnam escalates to 320,000

# EXHIBITION CHECKLIST

- Charles Braverman** American  
*The Sixties* 1969  
video  
Courtesy the artist
- Richard Hamilton** British, b. 1922  
*Swingeing London 1967—poster* 1967  
photo offset lithograph on paper mounted on board  
Gift of Mr. and Mrs. Russel Cowles II, 1979
- Jasper Johns** American, b. 1930  
*The Critic Smiles* 1969  
sheet lead, gold casting, tin leafing  
Gift of Kenneth E. Tyler, 1985
- Allan Kaprow** American, b. 1927  
*Hello* 1969  
video excerpt from *The Medium Is the Medium* produced by WGBH, Boston Walker Art Center Ruben Film/Video Study Collection
- Yayoi Kusama** Japanese, b. 1929  
*Accumulation of Spaces (No. B.T.)* 1963  
adhesive labels on paper  
T. B. Walker Acquisition Fund, 1996
- Roy Lichtenstein** American (1923-1997)  
*Standing Explosion* 1965  
enamel on steel  
Gift of Mrs. Julius E. Davis, 1997
- George Maciunas** American (1931-1978)  
*3 newspaper eVenTs for the pRiCe of \$1 (Fluxus newspaper #7)* 1966  
offset lithograph on paper  
Walker Special Purchase Fund, 1989
- Claes Oldenburg** American, b. 1929  
*Store Days* 1962  
Published by Something Else Press, New York  
Collection Walker Art Center Library
- Mickey Mouse from Notes Portfolio** 1968  
lithograph on paper  
Gift of Kenneth E. Tyler, 1985
- Nam June Paik** Korean, b. 1932  
*Electronic Opera No. 1* 1969  
video excerpt from *The Medium Is the Medium* produced by WGBH, Boston Walker Art Center Ruben Film/Video Study Collection
- Sigmar Polke** German, b. 1941  
*Freundinnen (Girl Friends)* 1967  
offset lithograph on paper  
T. B. Walker Acquisition Fund, 1994
- Robert Rauschenberg** American, b. 1925  
*Sky Garden* 1969  
lithograph, screenprint on paper  
Gift of Kenneth E. Tyler, 1985
- Various artists**  
*Actions/Agit-Pop/De-collage/Happening/Events/Antiart/L'Autrisme/Art Total/Refluxus* 1964  
offset lithograph on paper  
Walker Special Purchase Fund, 1989
- Various artists**  
*SMS Nos. 1-5* 1968  
mixed media  
Published by The Letter Edged in Black Press, New York  
Collection Walker Art Center Library
- Wolf Vostell** German, b. 1932  
*2 de-collage-happenings* 1965  
offset lithograph on paperboard, metal  
Published by René Block Galerie, Berlin  
Walker Special Purchase Fund, 1989
- Andy Warhol** American (1928-1987)  
*Flash—November 22, 1963* 1968  
screenprint on paper  
McKnight Acquisition Fund and the T. B. Walker Acquisition Fund, 1989
- Robert Watts** American (1923-1988)  
*TV Dinner* 1965  
photograph laminated on wood, plastic cast  
T. B. Walker Acquisition Fund, 1993
- Jud Yalkut** American, b. 1938  
*Self-Obliteration* 1967/1996  
16mm film transferred to video  
Walker Art Center Ruben Film/Video Study Collection

**CONTINUED FROM PAGE 2**

**LONDON POPS**

the permanent collection as well as exhibitions were shown in various spaces around the Twin Cities, from the St. Paul Art Center to the NSP building. But it was the downtown Minneapolis Dayton's auditorium that best served the Walker's needs at that time. The large open space could be easily molded into galleries, as demonstrated by the 1969 exhibition *14 Sculptors: The Industrial Edge*.

**POP ART EXPLODES**

anything and everything from advertisements to presidential debates to images of celebrities readily available to every American household. The inclusion of these images in art is telling of the powerful impact of media culture in the 1960s and of the radical artistic and political protest of that period.

The Pop movement, like none in contemporary art, aroused extreme enthusiasm

from its supporters and total outrage from its critics. Controversy and confusion over whether the art was optimistic or pessimistic and produced for the masses or elitists ensued. It is the provocative, contentious, and controversial nature of Pop Art that defines its importance as an artistic, cultural, and historical movement.

**ARTISTS FIND ALTERNATIVE VENUES**

Marcel Duchamp cover of SMS No. 2 1968



NEW YORK—SMS, a magazine produced as a collection of original multiples, was published in six issues by William Copley, an art dealer and collector with far-reaching contacts in the art world. In the spirit of the utopian visions of the 1960s, he wanted to place art directly into the hands of subscribers and thus bypass the institutional mandates of the galleries and museums.

**WITH PUBLICATIONS AND PERFORMANCES**

Copley opened his New York loft at West 80th and Broadway to artists, all of whom were paid a flat fee of \$100 for their contributions to SMS. He acted the role of eccentric host, emcee, and production manager who saw to it that any obstacles with the publication were hurdled with ease and grace.

From performance artists to Fluxus artists to composers to poets to critics to Surrealists to Pop artists, SMS accommodated them all. The result is a marvelous array of personal responses to the idea of multiple.

Artists throughout the world in the 1960s also embraced performance art, bypassing the galleries and museums by choosing nontraditional sites for their actions, events, and Happenings. Artists such as Claes Oldenburg, Wolf Vostell, Joseph Beuys, and Alison Knowles performed in public settings—on the streets, in storefronts, or in auditoriums of academic institutions—and were actively involved in documenting their performance work, both to record their activities and to distribute their work to a broader audience.



Diane Wakoski *The Magellanic Clouds* 1968 from SMS No. 5 1968

**1968**

- March 31** LBJ declines to seek re-election
- April 3** Stanley Kubrick's film *2001: A Space Odyssey* released
- April 4** Martin Luther King, Jr. murdered in Memphis; violence erupts across country
- April 23-30** Columbia University students occupy campus buildings in protest of perceived racist actions by the school's administration
- April 29** *Hair!* premieres on Broadway
- May 2** Twelve days of violent student demonstrations in Paris begin with a protest against "imperialism"
- June 4** Andy Warhol shot and seriously injured by Valerie Solonias in his studio, The Factory
- June 6** Robert F. Kennedy assassinated in Los Angeles at California primary victory party
- June 19-21** Students riot violently in Brazil protesting the repression of Costa e Silva's authoritarian regime
- June 23** Vietnam War becomes longest war in nation's history
- August 20** Czechoslovakia invaded by U.S.S.R. and its Warsaw Pact allies
- November 5** Richard Nixon elected president
- December 28** The Beatles' *White Album* and the Rolling Stones' *Beggars Banquet* hit the charts



Refugees flee war-torn Vietnam

**1969**

- January 1** Number of U.S. troops in Vietnam peaks at 542,000
- March 10** James Earl Ray pleads guilty to the murder of Martin Luther King, Jr.
- March 20-27** Yoko Ono and John Lennon perform *Bed-In* for peace during their honeymoon in Amsterdam with complete press coverage
- June 27** Police raid Stonewall Inn, a gay bar in Greenwich Village; Gay Rights Movement begins
- July 8** Nixon announces first troop withdrawals from Vietnam
- July 20** Neil Armstrong and Buzz Aldrin are first men to walk on the moon
- August 15-17** Woodstock Festival in White Lake, New York
- September 24** "Chicago 8" conspiracy trial begins; defendants include Bobby Seales, Jerry Rubin, Abbie Hoffman, and Tom Hayden
- October 1** First issue of Warhol's *Interview* magazine published

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