

NEWS RELEASE

Press Contact: Alexa Favata, Associate Director favata@usf.edu Tel: (813)-974-4133

Press Images Contact: Don Fuller fuller@usf.edu (813) 974-4329

TAMPA, July 25, 2012 — **USF Contemporary Art Museum is pleased to present two new exhibitions on view August 20 – December 15, 2012.**

Genevieve Lykes Dimmitt Lobby Gallery and West Gallery

The Andy Warhol Legacy Project



The Andy Warhol Legacy Project is an exhibition of Polaroids and silver gelatin prints the USF Contemporary Art Museum received in 2008 as a gift from The Andy Warhol Foundation for the Visual Arts as part of the Andy Warhol Photographic Legacy Program. This important gift of 106 original Polaroid photographs and 50 gelatin silver prints consists of work produced by Warhol between 1970 and 1987. The portraits, celebrity snapshots, couples, nudes, painting ideas, party photos, still lifes, and outdoor scenes that make up the gift demonstrate the range of Warhol's interests. The Polaroid portraits reveal the artist's frank engagement with his subjects. The gelatin silver photographs demonstrate his compositional skill, his eye for detail, and his compulsive desire to document the time in which he lived. The collection at USFCAM consists primarily of works on paper, and this generous gift of work by one of the more significant artists of the 20th century acknowledges and advances the strengths of the collection.

Lee & Victor Leavengood Gallery

The Importance of Being Photographed



Anticipating the gaze of the camera is the subject of *The Importance of Being Photographed*. Taking its cue from a gift from The Andy Warhol Foundation for the Visual Arts, this exhibition features a select grouping of contemporary photographers who create situations where the subject and the photographer engage in a dialogue about the nature of being photographed—addressing issues of class, sexuality, sensuality, shame, despair, and privacy. The title of the exhibition is taken from Oscar Wilde's funny and biting comedy, *The Importance of Being Earnest*, in which Wilde mixes mistaken identity with a polemic on economic stratification at the end of the of nineteenth century. The play and its famous title serve as a reference and backdrop for this exhibition that explores voyeurism, stratification, and celebrity in our contemporary times. Artists include: Tina Barney, Dawoud Bey, Katy Grannan, Jason Lazarus, Malerie Marder, Ryan McGinley, Catherine Opie, and Alec Soth. *The Importance of Being Photographed* is curated by Jane Simon, USFCAM Curator, and organized by the USF Contemporary Art Museum, Tampa.

RELATED EVENTS – *All events are free and open to the public*

CELEBRATION OF THE EXHIBITIONS

August 31: Conversation with Cary Leibowitz, 6–7pm, USF Theatre2, THR

New York-based artist and writer Cary Leibowitz and USFCAM Curator Jane Simon will discuss Andy Warhol's role as a photographer. Although Warhol is one of the best known artists of the twentieth century, scholars have often focused more on his painting, than on his extensive explorations of photography. The conversation will examine Warhol's changing practice, as well as his influence on photography.

Reception follows 7–9pm at USFCAM

Join us to celebrate the exhibitions.

CURATOR'S TOURS

October 4, 12-1pm, USFCAM

November 8, 12-1pm, USFCAM

Free, guided tours of *The Importance of Being Photographed* with USFCAM Curator Jane Simon

ART THURSDAYS - Mix, Mingle, and Learn at these student oriented events

September 13: Gallery Talk, 6–8pm, USFCAM

Enjoy the museum after dark with a gallery talk by curator Jane Simon about the dialogue between photographers and their subjects. This fun event will feature refreshments and a DJ.

October 18: Andy Warhol Halloween, 6–8pm, USFCAM

CAM stays open late for an Andy Warhol inspired Halloween Party. This exciting event will feature refreshments and a DJ.

MUSEUMS HOURS + ADMISSION

Mon-Fri 10am-5pm, Sat 1-4pm. Closed Sunday and University holidays.

CAM Closed September 3 for Labor Day

CAM Closed November 12 for Veterans Day

CAM Closed November 22–25 for Thanksgiving

Admission to the Museum is free; USF parking permit (\$5.00) or pay-per-space parking required.

The Institute for Research in Art is recognized by the State of Florida as a major Cultural Institution and receives funding through the State of Florida, Division of Cultural Affairs, the Florida Council on Arts and Culture, and the National Endowment for the Arts. USFCAM is accredited by the American Association of Museums.

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