



“... the architectural statement should be a contemporary expression of the Greenville Community.”

Jack A. Morris, Jr.

Announcements are expected within days concerning construction and ground-breaking ceremonies for the new Greenville County Museum of Art designed by architectural firm Craig and Gauden.

FEBRUARY 1972

RETROSPECTIVE FORECAST 1970-71 ANNUAL REPORT

Marshall McLuhan has admonished that most adults “look at the present through a rear-view mirror.” “We march backwards,” he says, “into the future.” And Bobby Dylan, contemporary idol of the under twentys (who incidentally, constitute a majority in South Carolina) has spoken to his elders: “You know something is happening, but you don’t know what it is . . . do you, Mr. Jones?”

But the Annual Report released this month by The Greenville County Museum of Art presents a circum-spective accounting of the year 1970-71 that reveals a sensitive awareness of the directions of change, definitive visions for the future, specific proposals for the attainment of goals and enumerative actions that are in the process of bringing about these goals.

The report, on file in the Museum Art Reference Library, and available on request to members of the Art Association and other interested persons renders the following statistical data of the past five years; it is indicative of awesome potential growth in the future:

1966		1971
196	Museum group tours	465
563	Art School enrollment	801
30,659	Attendance	48,000

Incorporated within the body of the report are revealing statements by Museum officials that underscore a sensitivity to responsible planning for future generations of Greenville County citizens and the concurrent actions of the Museum as a public institution to keep abreast of and generate cultural advances:

—From the President, Greenville County Art Association:

“The Board of the Greenville County Art Association has lived almost entirely in the future tense, anticipating the announcement of our new museum.

“The generosity of Mr. and Mrs. Arthur Magill and the foresight of the Greenville County Council, coupled with the vision and efforts of many other community organizations and individuals has culminated in a new era for the Art Association and the Greenville County Museum. The Board has attempted to predict the shape of things to come, to design a philosophy, a structure, and a program to fit this exciting event and all the chain reaction of events connected with the emergence of our museum into new quarters and a new role in the Piedmont community . . .”

Keller C. Freeman

—From the Director, Greenville County Museum of Art

“In essence (Greenville County) Council agreed to supply funds necessary to match the \$750,000 which had been received from Mr. and Mrs. Arthur Magill of Greenville. This partnership in the arts between the public and private sectors marked another chapter in the history of enlightened government for Greenville County. It was evidence that our elected officials are concerned with a quality of life and a total community which extends beyond roads, sewers, law enforcement and other public services.”

Jack A. Morris, Jr.

—From the Chairman, Greenville County Museum Commission:

“One aspect of a changing and dynamic community such as Greenville, often overlooked by the general populous and public officials, is the intense pressure placed upon institutions which have been charged with the responsibility of meeting the cultural needs of its citizenry. In this respect, however, Greenville County Council has enabled our cultural progress to keep abreast with our industrial, social and economic progress.”

Arthur C. McCall

—From the Membership Chairman, Greenville County Art Association:

“Membership in the Greenville County Art Association represents that broad base support which is required to sustain the program of exhibitions, lectures, films, and other activities. In order to keep pace with the ambitious plans for new construction this membership body will have to be greatly expanded during the period 1971-1973.”

—From the Curator of Education, Greenville County Museum of Art:

“Students and adults participate in reflective experiences during their visits (to the museum) and consider the multiple changes that have taken place in the state as reflected through the eyes of the state’s leading artists . . . they discover many causes and effects in our world of change and consider the role of the artist in today’s technological society.

“It is highly unlikely that a student can complete twelve years in the county school system and not come in contact with one or more museum art education programs.”

Sylvia Lanford Marchant

—From the Head, Museum School of Art:

“. . . intensive creative activities at the Museum School of Art . . . a new adult program leading to a certificate in Fine Art of Applied Art . . . new classes added . . . cinematography . . . contemporary crafts . . . art education . . . graduate or undergraduate credit through U. S. C. . . . community coordination with the Arts Festival, Civic Ballet, Rotary Chorale at Furman . . . youth curriculum enlarged to include sculpture, ceramics, drawing and painting, print-making; proposed 71-72 additions of sculptor-in-residence and art historian.”

Jeanet S. Dreskin

—From the Statement of Purpose, Greenville County Art Association:

“All programs and exhibitions shall attempt to articulate the significant symbols, images, and meanings relating man today to man yesterday to man tomorrow . . .”

February 6 through 29

DESIGNER-CRAFTSMAN

EXHIBITION

The first designer-craftsman exhibition sponsored by the Greenville Artist Guild will include works in ceramics, macrame, stitchery, weaving, jewelry, enamels, glass and other related media.

All members of the Guild were encouraged to submit up to five works. Selection will be determined from among the sixty pieces submitted for juror Tom Turner, teacher at Clemson University and one of the outstanding craftsmen of our day.

Special awards will be presented during the opening preview reception to be held for Guild and Art Association members Sunday, February 6 at 3:00 p.m.

GREENVILLE
COUNTY



MUSEUM
OF ART

MUSEUM NEWS

G The Greenville County Museum of Art and the Museum School of Art are owned and governed by the Greenville County Delegation through the Museum Commission. Founders and members of the Greenville County Art Association have contributed the Museum buildings, grounds and art collections. Membership fees and contributions provide the balance to county support and enable activities, services and growth.

Membership in the Greenville County Art Association, a vital extension of the Museum, is open to all and offers numerous advantages and opportunities including discounts at the Museum sales desk and Art School registration, the film and concert series, special invitations and announcements, etc. Complete information is available through the Museum — 233-0497.

Museum School of Art . . . 27 weekly courses for youth and adult are conducted in a workshop atmosphere under the professional guidance of 16 qualified instructors. Sessions are held each fall, spring and summer. For complete information request a school brochure — 233-1259.

Education . . . The Museum conducts art education programs designed for specific age groups. Trained guides are available for school classes and other groups to supplement and enhance the knowledge gained through the collection and special exhibitions. Tours, films or slide lectures should be arranged with the Curator of Education at the Museum at least two weeks in advance.

The Education office also maintains an art reference library containing books, films, current periodicals and publications and is available for use during weekday Museum hours and Sunday afternoons.

New programs presently serve over 40,000 school students with an excellent and continually growing program of art orientation through an artmobile, suitcase exhibits, visiting lecturers, and programs correlated with the gallery exhibitions.

Museum Hours — Monday through Friday . . . 9 a.m. to 5 p.m.; Saturday . . . 9 a.m. to 1 p.m.; Sunday . . . 2 to 6 p.m. **Phones:** Museum of Art — 233-0497, School of Art — 233-1259. Admission free.

106 DuPont Drive, Greenville, South Carolina 29607



RETURN REQUESTED

Mr. & Mrs. Kirk R. Craig
17 Sherwood Court Apts.
Greenville, S. C. 29601

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