



The Goldstein Museum of Design
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News Alert

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Digital Images Available

FOR IMMEDIATE RELEASE

December 6, 2004

Exhibition

Hip Art That's Square

January 30, 2005 to April 3, 2005

Opening Reception: January 29, 2005, 7:00-9:00 p.m.

Curators' Informal Remarks: 7:30 p.m.

Speakers: Richard Shelton, exhibition curator and LP collector, and Steven McCarthy, Curator of Design, The Goldstein Museum of Design.

Hip Art That's Square will feature more than 300 LP record covers from the exhaustive archive of Minneapolis collector, Richard Shelton. Numbering more than 18,000 covers, Shelton's collection includes such must-haves as Jack Kerouac's "Poetry for the Beat Generation." The show, curated by Shelton and Goldstein graphic arts curator, Steven McCarthy, will feature such enviable and little seen covers as The Beatles' short-lived Butcher cover for the *Yesterday and Today* album, Andy Warhol's Banana cover for The Velvet Underground and Nico, and the John Lennon and Yoko Ono album covers *Two Virgins* and *The Wedding*.

Hip Art That's Square will not be organized according to music genre. Rather, the exhibition will be curated from a design perspective exploring such design issues, themes, practices and techniques as typography, designer, illustration vs. photography, dye cutting, gate fold, box set, package design and censorship. According to Shelton, "I think we are really just beginning to think of the LP cover as an art form, and bringing it into the gallery. There are many books on the subject, but very few exhibitions."

Shelton believes that the Compact Disc format may have saved the L.P. cover. The lack of size and surface area for design on the CD provide an altogether different experience and relationship

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to the object. He also cites Disc Jockey culture for sustaining interest in the L.P. "Records are the DJ's software."

Hip Art That's Square will provide unique visual snapshots of different moments in recent history. Through their images and design, the teen explosion of the 1940's and 1950's, the sexual revolution of the 1960's and 1970's, and the rebellious Punk Rock movement will be vividly recalled. "One great attribute of music is how it effects our memory. We all have songs that evoke different moments in time," states Shelton. "What better way of looking at our history than through the lens of music and the art that surrounds it."

In addition to being an avid collector of album covers, Shelton is a professor at the Minneapolis College of Art and Design. McCarthy is an associate professor of graphic design in the department of Design, Housing and Apparel at the University of Minnesota.

General Information

The Goldstein Museum of Design at the University of Minnesota is a museum that supports teaching and research while fulfilling a vital public outreach function through interpretive exhibitions, publications, off-site programs, and community partnerships. The Goldstein celebrates the diverse cultures of the people of Minnesota through its collections and programs by promoting the appreciation and interpretation of design within its social, cultural, aesthetic, and historic contexts.

The Goldstein Museum of Design is located at 241 McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108.

Gallery Hours:

Monday-Wednesday, & Friday	10:00 a.m. - 4:00 p.m.
Thursday	10:00 a.m. - 8:00 p.m.
Saturday-Sunday	1:30 p.m. - 4:30 p.m.

Admission is free!

This exhibition and programming is funded by the Minnesota State Arts Board in cooperation with the Minnesota State Legislature, the College of Human Ecology, the Department of Design, Housing, and Apparel, and the Friends of The Goldstein.

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