

THE DRAWING CENTER ANNOUNCES
***Greta Magnusson Grossman:
Furniture and Lighting***

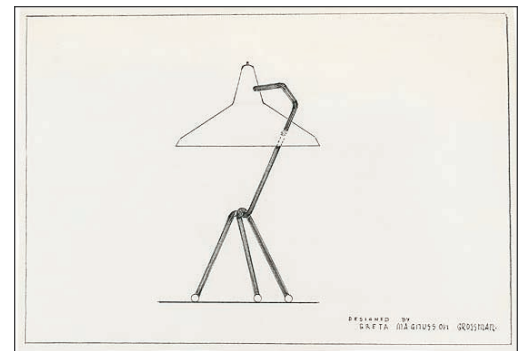
Drawing Room

October 17 – November 6, 2008

Opening Reception: Thursday, October 16, 6 – 8 pm

Gallery Talk: Tuesday, October 21, 6:30 pm

New York, September 3, 2008 – The Drawing Center is pleased to present the first major U.S. exhibition to focus on the drawings of architect and industrial designer Greta Grossman. From October 17 through November 6, 2008, in the Drawing Room, *Greta Magnusson Grossman: Furniture and Lighting* will debut recently discovered industrial design drawings executed between 1948 and 1959 by the Scandinavian-born, Los Angeles-based artist.



GRETA MAGNUSSON GROSSMAN, Technical drawing for table lamp, The Ralph O. Smith Company, c. 1948. Pencil on paper, 8 1/2 x 12 1/2 inches. Courtesy of R 20th Century Permanent Collection, NY. Photo by Cathy Carver.

Greta Magnusson Grossman (1906–1999) is today still an under-recognized figure in the Southern California design movement of the 1950s – ‘60s. Grossman was twice the recipient of the Museum of Modern Art’s “Good Design” award in 1950 and 1952. She was featured more than 14 times in John Entenza’s *Arts & Architecture* magazine between 1947 and 1960, and the houses, interiors, and objects she designed influenced a number of her better-known contemporaries, including Charles and Ray Eames, Richard Neutra, John Lautner, Irving Gill, and Pierre Koenig.

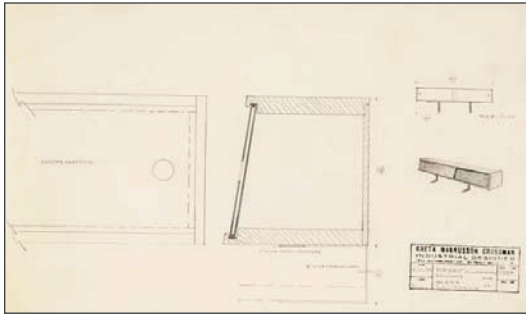
Greta Magnusson Grossman: Furniture and Lighting will feature small and large scale “shop” drawings of her metal lamps designed for the Ralph O. Smith Company; furniture designs for Glenn of California, Barker Brothers, and the G.T. line; as well as archival photographs of manufactured works from Grossman’s office that were used for client presentations. This exhibition is curated by Brett Littman, Executive Director of The Drawing Center.

ABOUT THE ARTIST

Greta Magnusson Grossman was born in Sweden in 1906 and graduated from the School of Industrial Design in Stockholm in 1931. In 1933, she became the first woman to receive a prize for furniture design

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The Drawing Center



GRETA MAGNUSSON GROSSMAN, Technical drawing for top unit Micarta doors, Glenn of California, Grossman Studio Drawing #1354, 1952. Pencil on paper, 14 x 23 1/2 inches. Courtesy of R 20th Century Permanent Collection, NY. Photo by Cathy Carver.

from the Swedish Society of Industrial Design. Grossman moved to Beverly Hills in 1941 and established her architecture, interior and industrial design practice there. Her designs have been exhibited at museums around the world including the Nationalmuseum, Stockholm, Sweden; de Young Museum, San Francisco, CA; Röhsska Museum, Göteborg, Sweden; and the Walker Art Museum, Minneapolis, MN.

PUBLIC PROGRAMS

On **Tuesday, October 21 at 6:30 pm**, The Drawing Center will present a **Gallery Talk** about Grossman's legacy by Brett Littman and Evan Snyderman, Co-Principal of R 20th Century. Admission is free.

A **Family Art Workshop** related to the exhibition will be held on **Saturday, November 1 from 10:30 am to 12:00 pm**. This free program is geared to children ages 5 to 8 and their parents. Advance reservations are appreciated, but not required. Please call 212-219-2166 x119 by October 31 to register.

PUBLICATION

The exhibition will be accompanied by a 48-page, color edition of the *Drawing Papers*. *Drawing Papers 81: Greta Magnusson Grossman: Furniture and Lighting* will include reproductions of Grossman's drawings as well as essays by Executive Director Brett Littman and Evan Snyderman.

HOURS & ACCESSIBILITY

Gallery hours are Tuesday through Friday, 10 am to 6 pm and Saturday, 11 am to 6 pm (closed Sundays and Mondays). The Drawing Center is wheelchair accessible.

CREDITS

This exhibition is made possible by the Barbro Osher Pro Suecia Foundation, The American Scandinavian Foundation, and Nina and Frank Moore. Special thanks to Evan Snyderman and Lily Kane, R 20th Century. Additional funding is provided by members of the Drawing Room, a patron circle founded to support innovative exhibitions in The Drawing Center's project gallery.

MISSION STATEMENT

The Drawing Center is the only museum in the U.S. to focus solely on the exhibition of drawings, both historical and contemporary. It was established in 1977 to provide opportunities for emerging and under-recognized artists; to demonstrate the significance and diversity of drawings throughout history; and to stimulate public dialogue on issues of art and culture.

www.drawingcenter.org

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