The Desire to Acquire: London Collects

September 3, 2016 to January 8, 2017
Ivey Galleries

Opening Reception:
Sunday, September 18, 2016 at 1:00 pm

This exhibition highlights rare, distinctive, and intriguing artworks acquired by collectors in London. Paintings, works on paper, sculpture, and more attest to the cultural and historical significance of artwork embraced and maintained by our community’s art aficionados. These include longstanding, intergenerational compilations, the inspired efforts of those newer to the practice, and institutional collections. All are motivated by the ingenuity of art and its changing roles, content, and character.

The Desire to Acquire includes almost two hundred pieces that represent landmarks in both historical and contemporary Canadian culture. Selections range from works by nineteenth-century London artists to the Group of Seven, Painters Eleven, and Quebec abstractionists, to the London Regionalists and nationally regarded contemporary painters. Taken together, the works reflect the tastes, concerns, and talent of our citizens, the national importance of private and corporate collections in our area, and, more generally, the central role collectors play in the art world. Public collections, including that of Museum London, were built on the generosity of donors. The history of investing in art also speaks much about our society and the economy.

The exhibition is co-curated by Curator of Art, Cassandra Getty, and former Art Registrar and Curator, Barry Fair, and will be accompanied by an illustrated publication.
TransAMERICAS: a sign, a situation, a concept

September 10 to December 11, 2016
Moore and Volunteer Galleries

Opening Reception:
Sunday, September 18, 2016 at 1:00 pm

In TransAMERICAS: a sign, a situation, a concept, artists examine relationships formed between people and places, including the resonant and often overlapping themes of community, travel, and language. The contemporary practices featured in the exhibition go beyond Eurocentric conceptions of Latin American culture, transcending stereotypical and reductive views of the fantastic or exotic. The artists live and work in the United States and Canada, including Southwestern Ontario, all of which have diverse communities of people of Latin American heritage. This increasing presence continues to contribute important narratives to the national and continental experience.

TransAMERICAS features collage, graphics, textile, photographs, video, sculpture and installation works by Laura Barrón, Dianna Frid, Alexandra Gelis, Pablo Helguera, Manolo Lugo, Juan Ortiz-Apayu, Eugenio Salas, José Seoane, José Luis Torres and Clarissa Tossin. Certain endeavours function as catalysts for community building, including performances, a mural work by the Zotz Collective (Nahum Flores, Erik Jerezano and Ilyana Martínez), and an interactive project coordinated by London filmmaker Juan Andrés Bello entitled Click! Panoramic Americas.

Click! aims to expand dialogue between artists and the public by assembling photographs—both online and in the gallery—that are submitted by the public throughout the run of the exhibition. As a community art project, it references participatory events in Latin America beginning in the middle of the twentieth century.

This exhibition is generously supported by the Museum London Foundation through its Light on London Campaign.
Cursive!
Reading and Writing the Old School Way

August 13, 2016 to August 20, 2017
Forum Gallery

Opening Reception: Sunday, September 18, 2016 at 1:00 pm

In any style, cursive text—also known as handwriting, script, longhand, or running text—is the joining of the character symbols of language in a flowing manner, generally for the purpose of making writing faster and more efficient. The technique has been in existence for thousands of years, and Romans were among the first to develop written script for business transactions and correspondence.

In the West, cursive writing has been taught in schools for hundreds of years. Until the widespread use of the telegraph, telephone and typewriter, it was the primary way in which people communicated over distance. As typewriters, and later word processors, personal computers and text messaging came into common use, schools began to eliminate penmanship classes. This trend first began as early as the 1930s, and by the 1980s many children in North America received little training in the discipline. While penmanship studies haven’t completely disappeared, schoolchildren today spend more time mastering typing and computer skills than the neat, standardized cursive of their parents and grandparents.

Featuring a wide array of objects from the Museum London collection, this exhibition explores the history of cursive writing, the tools required for the job, how children were taught to write, and why this dying skill continues to be important.

Out with the Old?
Creating a ‘Throw-Away’ Society

September 17, 2016 to January 1, 2017
Interior Gallery

Opening Reception: Sunday, September 18, 2016 at 1:00 pm

Since the Industrial Revolution manufacturers have asked “How can I be sure of a permanent and growing market for my product?” In response, they developed a three part answer: technological, psychological, and planned obsolescence. In the first, manufacturers introduced technological changes to their products. This new technology found an eager market in consumers who sought a different way to accomplish daily tasks. In the case of psychological obsolescence, manufacturers adjusted the look of products. Careful and targeted advertising then led consumers to desire goods that changed in style rather than function. With planned obsolescence manufacturers built their products with a limited lifespan so that consumers would need to purchase replacements. The result is what we see today as a ‘throw-away’ society.

Drawing from Museum London’s extensive material culture collection, this exhibition explores how technological, psychological, and planned obsolescence impacted the household goods that Londoners bought from the late nineteenth through to the late twentieth centuries. For example, how did changes in the technology of doing laundry impact this activity? How did manufacturers of products, such as sewing machines and vacuum cleaners, convince consumers to buy their product over a similar product by another manufacturer? And, looking at home electronics, how have material and design choices caused products to fail or to no longer be operable?

The exhibition will feature objects both strange and familiar, opening a window to the distant and not-so-distant past.
#riceandbeans cook-up a Taco Feast
**Sunday, September 18, 1:00 pm**
**Cost**: Free

In conjunction with the open reception for TransAMERICAS, artist Juaniita Lee-Garcia and guest Eugenio Salas (AKA #riceandbeans) will cook-up a Taco Feast. This performative dialogue considers commerce, exchange, the implications of growth and development, and the social act of networking. Eat a taco, visit with your friends, and make new acquaintances.

## Culture Days

### Gallery Tours Every Hour!
**Saturday and Sunday, October 1 and 2**
**10:00 am to 4:00 pm**
**Meet in the Centre Gallery**
**Cost**: Free

Take a tour of our exhibitions every hour on the hour. Then head to the Rhino Café to try some of their specialty sweets prepared on site by their pastry chef. Or, for shop-a-holics, the Muse Shop + Rental has an array of quality artisan pieces to choose from. It’s all about communication, collaboration and creativity during our Culture Days weekend!

### Community Workshop and Fresco Mural Demonstration
**Saturday, October 1, 1:00 to 4:00 pm**
**Community Gallery**
**Cost**: Free

Join Toronto’s Z’otz Collective—Nahúm Flores, Erik Jerezano and Ilyana Martínez—on a journey back to Mayan times in this workshop and traditional fresco demonstration.

Z’otz means ‘bat’ in Mayan and refers to their Bat God, Camazotz. It was also the fourth month in the Mayan Haab’ calendar, which had eighteen months of twenty days each, with five nameless—and unlucky—days at the end of the year. During this time, people historically avoided leaving their homes and washing or combing their hair. But Saturday, October 1 is a lucky day, so wash up and do your hair!

In celebration of Culture Days, Nahúm, Erik and Ilyana have created a large mural right in our gallery space. Take a tour and learn about the mystical creatures that the Z’otz Collective uses to tell surreal stories. Then, collaborate with them to create totemic tales all your own in a family-friendly workshop of drawing, collage and art-making.

Curious about the traditional fresco technique that is painted on freshly plastered walls? Z’otz member Ilyana Martinez has returned from a workshop in Puebla, Mexico, where she worked with natural products such as cactus, lime and cochineal. She will bring some of her work and explain the traditional process that had been used for centuries to create murals.

### The Collectors’ Series
**3 Thursdays, October 20, November 3, November 17, 7:00 to 9:00 pm**
**Board Room**
**Cost**: $10/session or $25 for the series

Are you interested in collecting art but don’t know how to begin? Join us this fall for a series of informal, but highly insightful discussions, featuring art collectors, gallery dealers and legal experts, who will share the personal and financial rewards of collecting.

Held in tandem with our fall exhibition *The Desire to Acquire: London Collections* and in the lead up to our fall art auction Blank Canvas, this series of intimate discussions will feature:

#### Glen Bloom
**Acting Chairperson for the Canadian Cultural Property Export Review Board**
**October 20**

An active art collector, Glen Bloom practices intellectual property law and litigation with a particular focus upon copyright and trademark matters. He was Editor in Chief of the Canadian Patent Reporter (1999-2008) and a past president of the Intellectual Property Institute of Canada. Bloom was an Adjunct Professor at the Faculty of Common Law of the University Ottawa where he established the faculty's courses on Intellectual Property Protection of Computer Technology and Copyright Law.

#### Sandra May
**Art Collector**
**November 3**

Sandra May is an entrepreneur and active art collector with a particular interest in post-World War II artwork. It was the splash of colours that drew May and her husband Rob to their first big purchase: a painting by acclaimed Canadian abstractionist Jack Bush. May will speak about becoming familiar with artists and their work, how collectors often learn more about themselves in the process, and how hunting for the right piece can be as exciting as the acquisition itself.

#### Michael Gibson
**President and Director of the Michael Gibson Gallery**
**November 17**

Art dealer and gallerist Michael Gibson opened his first gallery in London Ontario in 1984, and over the past decade has represented artists at more than 25 international art fairs. Gibson is a member, and Past President of the Art Dealers Association of Canada where he served on the Board of Directors for nine years.

#### Blank Canvas 2016
**Preview: Thursday, November 17 through Saturday, November 19, 2016, 7:00 pm**
**Auction: Saturday, November 19, 2016**
**Cost**: $75/ticket or $125 for two

The first 50 tickets sold will receive free admission to The Collectors’ Series.

An auction in support of Museum London.

*Preview works online at [http://blankcanvas.me](http://blankcanvas.me)*
A Butcher, A Baker, A Candlestick Maker!
Friday, September 23, 2016
Cost: $45
Explore the history of London! Drawing inspiration from the exhibition Around the Clock: London at Work & Play, students will step into the shoes of the immigrants who settled this area. London is known as the Forest City, so participants will get started by creating three-dimensional trees of all varieties. They will then map out geographic features, such as the Thames River, through the creation of a large scale floor installation. Finally, students will settle the land, by building dwellings, and populate their newly formed town with inhabitants. Everyone will have a story to share inspired by the day’s adventures.

Down by the Bay
Friday, October 28, 2016
Cost: $45
What could be happening down by the bay? The class will sing the song and dream up scenarios of what might be. Students will create a storyboard and bring their main character to life as a puppet with moveable arms; and then set the stage by making a backdrop for the action to unfold. Using aluminum foil, students will create a relief that appears as if it were cast out of steel. Finally, everyone will animate their puppets sharing the adventures of their character with the group.

Irresistible Art
Friday, November 18, 2016
Cost: $45
The day will start with an exploration of a series of watercolour resist techniques. Students will experiment with salt, clay, plastic wrap, tape, and rubber bands when working in watercolours. Each student will create a series of unique resist prints that will then be assembled into a booklet. By the end, each student will have their very own bound book showcasing the day’s art explorations.
Youth Council 2016-2017
Thursdays, 6:00 to 8:00 pm
September 22 to December 5, 2016
Cost: Free
Apply to Museum London’s Youth Council to contribute to London’s cultural environment! Receive volunteer hours while developing leadership skills, learning about art and culture, and gaining hands-on experience. For more information visit: museumlondon.ca/youth

ART CLASSES

Watercolour Painting
6 Mondays, 1:00 to 4:00 pm
October 3 to November 14
(No Class on October 10)
Cost: $190
Using watercolour, participants will develop their creativity, painting technique, and knowledge of the medium. Emphasis will be placed on working independently on landscapes, portraits, animals and more complex themes.

Acrylic Painting
6 Tuesdays, 6:30 to 9:30 pm
October 4 to November 8
Cost: $190
This course is designed for individuals who wish to gain a technical understanding of acrylic painting. Through still life, figurative, landscape and abstract painting, the fundamentals of colour theory and paint manipulation will be taught.

Drawing Foundations
6 Wednesdays, 6:30 to 9:30 pm
October 5 to November 9
Cost: $190
Students will learn about contour, positive and negative space, chiaroscuro, composition, gesture, and the figure, with the aid of live models.

GENERAL INFORMATION

Materials for classes are not included, but material lists can be found on our website at museumlondon.ca/artclasses. Parking passes are included with your registration fee, but please note that space is limited and available on a first-come, first-serve basis.

Culture Club 55+
7 Thursdays, September 15, 29, October 13, 27, November 10, 24 and December 8
2:00 to 3:30 pm
Lecture Theatre
Cost: $5 each or $25 for all 7
Join us seven Thursdays this fall and get the inside scoop on local art and history! Relax and enjoy one-of-a-kind gatherings with cultural experts and learn more about the exhibitions and collections. Each session offers light refreshments and time to meet others. Learn and have fun at Museum London! Tailored to ages 55+

Each program is limited to 150 people. Please register online through the Museum London website at museumlondon.ca/cultureclub or by calling 519-661-0333.

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September 15
Susan Butlin, Art Historian
Learn about the early years of the art program at Alma College in St. Thomas with Dr. Susan Butlin. Her talk will include highlights of the careers of Canadian artists Frederick Marlett Bell-Smith and William "St. Thomas" Smith, two of the directors of College’s art program.

September 29
Mike Baker, Historian
Meet the legends of London’s preservation movement with former Museum London Curator of Regional History, Mike Baker. London’s museums started in the barns, basements and attics of some very dedicated collectors. Who were they and where are their collections today?

October 13
Jason Rip, Playwright
Step into London’s supernatural past with writer, journalist and playwright, Jason Rip, who will speak about some of the ghosts that led him to co-create the infamous Lost Soul Stroll. Just in time for Halloween!

October 27
Barry Fair, Collector
Discover the central role that collectors play in the larger cultural sphere with Barry Fair, former Museum London Art Registrar, and co-curator of the exhibition The Desire to Acquire: London Collects.

November 10
Amber Lloydlangston, Curator of Regional History
Reminisce about objects that you once used with Dr. Amber Lloydlangston, who will speak about her research for the exhibition Out with the Old? Creating a ‘Throw-Away’ Society. Learn how and why household technology has changed over time and imagine what will become obsolete next. The talk will be illustrated with examples drawn from Museum London’s extensive material culture collection.

November 24
Juan Andrés Bello, Filmmaker
Explore the diverse cultures of Mexico, Central and South America with documentary filmmaker Juan Andrés Bello, who will discuss his community art project Click!, presented in association with the Museum London exhibition TransAMERICAS.

December 8, 2016
Jennifer Grainger, Historian
Picture the past with local historian Jennifer Grainger, who will discuss a new book of historical photographs, drawn from the Museum London collection, illustrating buildings, scenes, and people from London. Grainger is a Past President of the London & Middlesex Historical Society and Vice President of the London branch of the Architectural Conservancy of Ontario.
Guided Tours
Meet a tour guide every Sunday at 2:00 pm for a free tour of the exhibitions.

We're open until 9:00 pm every Thursday
Free admission to the exhibitions.

Group Tours
Cost: $10 per adult; $8 per senior; $4.00 for those 14 years old and under.
To book your group tour of ten people or more, please book two weeks in advance by calling 519-661-0333.

Thank you London Life
Thank you to London Life for renewing their commitment to Museum London’s education programming for another three years. Their partnership helps us to continue to reach thousands of students every year.

Become a Supporter
It’s free to become a Museum London Supporter and receive these exclusive benefits:
• Free admission to most Ontario art galleries
• Discounts on tickets to our programs and events
• Customized subscription to our email newsletter
• Discounts on purchases at Framing & Art Centre
• 10% discount at MUSE Shop + Rental
Sign up online at museumlondon.ca/supporter

Muse Shop + Rental
Open Tuesday to Sunday from 12:00 to 5:00 pm.
Thursday until 9:00 pm
MUSE is Museum London’s gift shop, featuring unique products and art rental.

Rhino Lounge
Open Tuesday to Sunday from 11:00 am to 5:00 pm.
Thursday until 9:00 pm
Bakery & Coffee Shoppe by day, Lounge by night. Cronuts, in house Croissants & Bagels, Charcuterie, Cheese, Fish Tacos... Wine, Beer, Liquor.

River Room
Open Tuesday to Friday at 11:00 am for lunch
Outstanding food and service in a stunning space with fabulous views of the Thames River.
Cover: Ron Martin (Canadian, b. 1943), Sky, 1966, oil enamel on wood, Collection of Museum London, Gift of the Western Art League, 1966