

Finding aid for the Dwan Gallery publications and ephemera, 1960-1971 2012.M.37

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Description is in English.

Special Collections

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Summary Information

- Repository:** Special Collections
- Creator:** Dwan Gallery (Los Angeles, Calif.)
- Title:** Dwan Gallery publications and ephemera
- ID:** 2012.M.37
- Dates:** 1960-1971
- Extent:** 12 Linear Feet (2 boxes, 3 flatfile folders, 1 roll)
- Request Materials:** Request access to the physical materials described in this inventory through the [catalog record](#) for this collection. Click here for the [access policy](#).
- Language:** Collection material is in English.
- Abstract:** The Dwan Gallery records document the two galleries that Virginia Dwan ran in Los Angeles and in New York, and which promoted artists associated with earthworks, nouveau réalisme, minimalism, and conceptual art. In the early sixties, Dwan introduced Robert Rauschenberg, Claes Oldenburg, and Yves Klein to Los Angeles. Upon her move to New York in 1965, Dwan also exhibited Robert Smithson and Michael Heizer. The records consist of publications and ephemera, such as announcements, posters, and catalogs for the exhibitions held at the galleries.

Preferred Citation

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Biographical / Historical Note

Virginia Dwan conducted and operated galleries in Los Angeles (1959-1967) and in New York (1965-1971). Born in 1931 and heir to the Minnesota, Mining and Manufacturing fortune (now 3M),

Dwan first worked for the art dealer and gallerist Frank Perls in Beverly Hills. In 1959 she opened a gallery at 1091 Broxton Avenue in Westwood Village in Los Angeles. At first, she exhibited the work of abstract expressionists from New York. After traveling to France and discovering the art of the nouveaux réalistes, she also promoted their work in solo and group shows. She introduced Robert Rauschenberg, Claes Oldenburg, and Yves Klein to Los Angeles.

In June 1962, Dwan opened a new and expanded space at 10846 Lindbrook Drive, also in Westwood Village, which was designed by Morris Verger, a student of Frank Lloyd Wright. It was inaugurated with an exhibition on the French assemblage artist Arman, one of the founders of nouveau réalisme. Two months later, the show, *My Country 'Tis of Thee* featured works by Andy Warhol, Marisol, and Claes Oldenburg. During this period, Dwan also promoted the artists Edward Kienholz, Niki de Saint Phalle, Mark di Suvero, and James Rosenquist.

Dwan, who was independently wealthy, was known for her generosity. She maintained close relationships with many of the artists she exhibited, often granting them large stipends or inviting them to her home in Malibu. She was not interested in achieving financial success as an art dealer or gallerist and could take risks in the artists she chose to work with.

In 1965, Dwan moved to New York and founded the east coast branch of her gallery at 29 West 57th Street. When she closed her Los Angeles space, its director, John Weber, joined her in New York where the gallery commissioned and exhibited post-minimalist, earthwork and conceptual artists such as Robert Smithson, Michael Heizer, and Dennis Oppenheim. Virginia Dwan's New York gallery is often credited as the first to exhibit an earthworks show in 1968, as well as underwriting projects and serving as the movement's headquarters. Robert Smithson's *Spiral Jetty* was partially financed by the gallery in 1970. After closing the gallery in 1971, Dwan produced films with and about artists, and later donated her art collection to the National Gallery of Art in Washington D.C.

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Scope and Content of Collection

The archive is comprised of 57 items that document exhibitions held at the Dwan galleries from 1960 to 1971 in Los Angeles and in New York. They consist of ephemera and publications, such as exhibition catalogs, fliers, pamphlets, and posters.

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Arrangement

Items are arranged chronologically by exhibition date. Files are labeled with the artist's name, the title of the exhibition, and the exhibition date. If the title of the exhibition was the artist's name, it has been omitted.

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Administrative Information

Access

Open for use by qualified researchers.

Publication Rights

Contact [Library Reproductions and Permissions](#).

Acquisition Information

Gift of Virginia Dwan. Acquired in 2012 and 2013.

Processing History

The archive was rehoused by Vladimira Stefura upon receipt in 2011. It was arranged and described by Maggie Hughes in 2012 under the supervision of Andra Darlington. Two additional posters were donated in 2013 and integrated into the collection in 2018. Notes in the finding aid were updated in 2022.

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Related Materials

Related Materials

- Dwan Gallery Archives, Archives of American Art, Smithsonian Institution, Washington D.C.

- Dwan Gallery Archives, Center for Curatorial Studies at Bard College, Annandale-on-Hudson, New York.

- Oral history interview with Virginia Dwan, 1984 March 21-June 7, Archives of American Art, Smithsonian Institution, Washington D.C.

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Controlled Access Headings

Contributor(s)

- Dwan Gallery (New York, N.Y.)
- Dwan, Virginia, 1931-2022

Subjects - People

- Andre, Carl, 1935-
- Arakawa, Sh#saku, 1936-2010
- Flavin, Dan, 1933-1996
- Kienholz, Edward, 1927-1994
- LeWitt, Sol, 1928-2007
- Reinhardt, Ad, 1913-1967
- Smithson, Robert
- Snelson, Kenneth, 1927-2016

Subjects - Topics

- Art, Modern -- 20th century
- Conceptual Art
- Earthworks (Art)
- Minimal art

Genres and Forms of Materials

- Ephemera
- Exhibition catalogs
- Fliers (printed matter)
- Pamphlets
- Posters

Collection Inventory

Dwan Gallery publications and ephemera, 1960-1971

Title/Description	Containers	
Robert Goodnough, 1960	Box 1	Folder 1
Paul Brach, 1960	Oversize box 2	Folder 2
Reginald Pollack, <i>Recent Paintings</i> , 1960	Box 1	Folder 1
<i>Six Sculptors</i> , 1961	Box 1	Folder 1
Arman, 1962	Box 1	Folder 1
Raymond Parker, 1962	Box 1	Folder 2
Martial Raysse, <i>Mirrors and Portraits</i> , 1962	Box 1	Folder 2
Matsumi Kanemitsu, <i>Recent Paintings</i> , 1962	Box 1	Folder 2
<i>My Country 'Tis of Thee</i> , 1962	Box 1	Folder 2
Ad Reinhardt, <i>Recent Square Paintings 1960-1963</i> , 1963	Box 1	Folder 2
Robert Breer and Larry Rivers, <i>Breer film screening / Rivers exhibit</i> , 1963	Box 1	Folder 3
Larry Rivers, 1963	Box 1	Folder 3
Claes Oldenburg, <i>Autobodys</i> , 1963	Box 1	Folder 3
Larry Rivers, <i>Small Recent Work</i> , 1963	Oversize box 2	Folder 9
Lucas Samaras, 1964	Box 1	Folder 3
Edward Kienholz, <i>Three Tableaux</i> , 1964	Box 1	Folder 3
James Rosenquist, 1964	Box 1	Folder 4
<i>Gallery Artists</i> , 1964 <i>Scope and Contents:</i> Included artists: Arakawa, Frazier, Edward Kienholz, Martial Raysse, Jean Tinguely.	Box 1	Folder 4
Niki de Saint Phalle, 1964	Oversize box 2	Folder 4
<i>The Arena of Love</i> , 1965	Box 1	Folder 4
Robert Rauschenberg, 1965	Flatfile 1	
Group show, 1965-1966 <i>Scope and Contents:</i>	Box 1	Folder 5

With button attached. Included artists: Arakawa, Allan D'Arcangelo, Mark di Suvero, Robert Grosvenor, Anthony Magar, Neil Williams.

<i>15 of NY</i> , 1966	Oversize box 2	Folder 1
Group show, 1966 <i>Scope and Contents:</i> Included artists: John Chamberlain, Mark di Suvero, Edward Kienholz, Sven Lugin, Robert Rauschenberg, Ad Reinhardt, James Rosenquist.	Box 1	Folder 4
<i>10</i> , 1966 <i>Scope and Contents:</i> Two copies of exhibition catalog.	Box 1	Folder 6
<i>A Summer Show</i> , 1966 <i>Scope and Contents:</i> Included artists: John Caruthers, David Crum, Nancy Gowan, Jessie Jacobs, James Massey, Richard Matthews, DeWain Valentine.	Oversize box 2	Folder 7
Edward Kienholz, <i>The Beanery</i> , 1966	Oversize box 2	Folder 6
Tom Doyle, <i>Sculpture</i> , 1966	Flatfile 1	
Anthony Magar and Forrest Myers, 1966	Flatfile 1	
Robert Smithson, 1966-1967	Flatfile 1	
<i>Language to be Looked at and/or Things to be Read</i> , 1967 <i>Scope and Contents:</i> Included artists: Carl Andre, Arakawa, Walter de Maria, Marcel Duchamp, Dan Flavin, Dan Graham, Robert Indiana, Jasper Johns, On Kawara, Edward Kienholz, Sol LeWitt, Roy Lichtenstein, René Magritte, Filippo Marinetti, Robert Morris, Claes Oldenburg, Francis Picabia, Ad Reinhardt, Robert Smithson, Kenneth Snelson.	Box 1	Folder 7
<i>10</i> , 1967 <i>Scope and Contents:</i> Exhibition poster. Included artists: Robert Morris, Ad Reinhardt, Robert Smithson, Michael Steiner, Carl Andre, Jo Baer, Dan Flavin, Donald Judd, Sol LeWitt, Agnes Martin.	Oversize box 2	Folder 10
John Chamberlain, <i>New Works</i> , 1967	Oversize box 2	Folder 5
Carl Andre, 1967 <i>Scope and Contents:</i> Poster with periodic table design.	Flatfile 1	
Sol LeWitt, 1967	Flatfile 1	

Carl Andre, 1967 <i>Scope and Contents:</i> Poster with grid design.	Flatfile 2	
Dan Flavin, <i>Cool White, Etc.</i> , 1968	Box 1	Folder 7
<i>Earthworks</i> , 1968	Box 1	Folder 7
Erwin Heerich, <i>Cardboard Sculpture 1956-1968</i> , 1968	Box 1	Folder 8
<i>Language II</i> , 1968	Box 1	Folder 8
Robert Smithson, 1968	Oversize box 2	Folder 8
Kenneth Snelson, 1968	Flatfile 2	
Kenneth Snelson, <i>Structures</i> , 1968	Flatfile 3	
Robert Smithson, <i>Mono Lake Site</i> , 1969	Box 1	Folder 8
<i>Language III</i> , 1969	Box 1	Folder 8
Charles Ross, <i>Prisms</i> , 1969	Flatfile 2	
Group show, 1970 <i>Scope and Contents:</i> Included artists: Anastasi, Carl Andre, Arakawa, Walter de Maria, Dan Flavin, Michael Heizer, Sol LeWitt, Richard Long, Charles Ross, Robert Ryman, Fred Sandback, Robert Smithson, Kenneth Snelson.	Box 1	Folder 9
Robert Smithson, <i>Great Salt Lake Utah and Spiral Jetty</i> , 1970	Flatfile 2	
Michael Heizer, 1970	Box 1	Folder 9
Michael Heizer, <i>Double Negative</i>	Roll 1	
<i>Language IV</i> , 1970	Box 1	Folder 9
Dan Flavin, <i>Cornered Installations 1963-1970</i> , 1970	Oversize box 2	Folder 1
William Anastasi, <i>Sculpture</i> , 1970	Oversize box 2	Folder 3
Kenneth Snelson, 1970	Flatfile 2	
William Anastasi, <i>Continuum</i> , 1970	Flatfile 1	
Robert Ryman, <i>Paintings</i> , 1971	Box 1	Folder 9

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