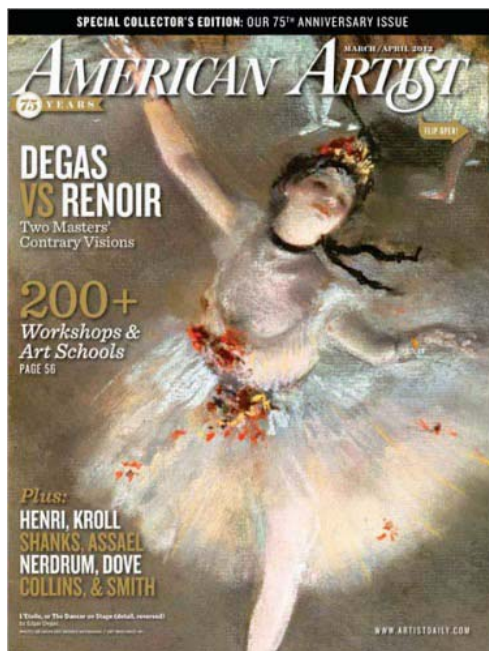


75 YEARS *AMERICAN ARTIST*

American Artist Magazine Celebrates 75th Anniversary with March Issue

*75th Anniversary Issue of Magazine Debuts Redesigned Logo
and Announces 75th Anniversary Art Exhibition*

NEW YORK, Feb. 21, 2012: American Artist magazine, the world's leading and longest continually-published magazine devoted to art instruction, commemorates its 75th anniversary this year within the pages of the March/April 2012 issue, on newsstands now.



The magazine, founded as “Art & Instruction” in April 1937 and subsequently renamed American Artist in January 1940, looks back in this commemorative issue at the past 75 years of representational painting in America and the teachings of master artists whose work have withstood the test of time.

“It's a humbling time to be the steward of this great brand, but I'm confident that our March issue pays

proper tribute to this amazing milestone," said Editorial Director Michael Gormley.

The issue is divided into four sections:

- 1) **The Founding Years** examines the art world of American Artist's first years in existence during the 1930s and 1940s;
- 2) **Postwar Boom** focuses on the expanding arenas of art and design after World War II;
- 3) **Changing Times** looks at artists who endured shifting artistic priorities in the late 20th century; and
- 4) **(Re)inventing Tradition** considers the state of representational art in the new millennium.

This issue includes the annual workshop and art school directory—a comprehensive list of master instruction.

The issue also debuts a new design for the magazine and a redesigned logo and masthead—returning to the magazine's 1977 logo with slight tweaks based on reader feedback.

"The 75th anniversary was the perfect time for us to reflect on the identity of the magazine and take a critical eye to our design" says Art Director Amy Petriello.

During its 75-year history, American Artist has had more than 15 logos, 13 of which appeared between 1937 and 1977. Since then, only two other logos have been designed. After pouring over the various incarnations of the logo, the magazine's editors struck upon the logo first introduced in 1977. The logo was drawn by calligrapher Irving Bogen and employed the Caslon typeface, which Bogen said

allowed for “decorativeness without looking overdone.” David Preisse, American Artist’s then-managing editor, called it as “American as apple pie.”

The new logo is a revision on the 1977 version—with re-proportioned letters, a squaring off of previously rounded spurs and serifs, and enlarged “A’s” in American Artist to give the logo more impact and balance out the flourish in the “S”.

“It is both a nod to our history and our readers who have stuck with this through the ages, and a look to the future,” says Editorial Director Michael Gormley.

Included in the pages of the March/April 2012 issue is the first announcement of American Artist’s 75th anniversary commemorative exhibition, which will be curated throughout this year by Gormley and Senior Editor Allison Malafronte. The exhibition will take place in April 2013 at the historic Salmagundi Club in New York City, one of the oldest art clubs in the country and a longtime partner and friend of American Artist.

Gormley and Malafronte are curating this show to focus on the trajectory realism has followed over the last several centuries. The show will feature historical works; paintings from a core group of artists we have identified as long-time leaders of our movement—including Stephen Assael, Bo Bartlett, Judith Carducci, Jacob Collins, Martha Erlebacher, Daniel Graves, Daniel E. Greene, Quang Ho, Everett Raymond Kinstler, David A. Leffel, Sherrie McGraw, Dan McCaw, Odd Nerdrum, Anne Packard, Philip Pearlstein, John Howard Sanden, Richard Schmid, Nelson Shanks, Burton Silverman, Jamie Wyeth, Mary Whyte, and more—a third

group of up-and-coming artists, who will be invited through recommendations from the core artists, curators' choice, and through an open juried contest that that American Artist will open to the public in 2012.

The submission process for the juried portion of the exhibition will be announced in the May 2012 issue.

Websites:

www.Interweave.com

www.ArtistDaily.com

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing – both print and digital, television programming, instructional videos, directories, eCommerce, events and workshops, and online communities. Interweave also licenses its magazine, book, and video content to media companies internationally. Interweave was acquired by Aspire Media in 2005. Founded in 1975 by Linda Ligon, she remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, with offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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