



FOURTEENTH ANNUAL  
20TH CENTURY  
MODERN MARKET

## LAWNDALE ART CENTER

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### FACTS:

**Date:** April 24, 25 & 26, 2009

**Location:** Lawndale Art Center  
4912 Main Street  
Houston, Texas 77002

**Hours:** Friday, April 24, 6:00 - 9:00 p.m.  
*(Benefit Preview Party and Sale)*  
Saturday, April 25, 10:00 a.m. - 5:00 p.m.  
Sunday, April 26, 10:00 a.m. - 5:00 p.m.

### **Participants:**

The Market features dealers who specialize in modern design and decorative arts of the 20th Century. Furniture, glass, ceramics, art, metalwork and fashion will be among the items featured.

### **Tickets:**

Preview Party tickets are \$40 per person / \$30 Lawndale Members  
Tickets guarantee admission throughout the weekend  
General admission for the weekend is \$5

### **Educational Programming, April 22<sup>nd</sup>:**

Lawndale will sponsor a free lecture in conjunction with the Market on the evening of Wednesday, April 22, 7 p.m. Robert Summers, of the Center for Advancement and Study of Early Texas Art, will speak on Texas Modernist Art, ***Lone Star Modern: Discovering the Origins of Modernism in Texas Art.***

The presentation will examine how and when modernist artmaking techniques from Europe and New York arrived in Texas and how they were incorporated into indigenous Texas art during the late 1920's until the early 1960's. Artists throughout the state will be discussed; Houston artists will be emphasized.



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*The Fourteenth Annual  
20th Century Modern Market  
April 24th, 25th and 26th, 2009*

## BENEFITS TO SPONSORS

### ICON \$2500

- A commemorative item for the event will be produced with Market graphic on the front and Sponsor recognition on the back. Icons will receive very visible, top billing on the back.
- Your sponsorship will be acknowledged on Lawndale's gallery wall.
- Ten commemorative items to share with your clients, friends and co-workers
- All benefits from the Industrialist category also apply.

### INDUSTRIALIST \$1000

- Acknowledgement of sponsorship on Lawndale's gallery wall
- Eight commemorative items to share with your clients, friends and co-workers
- Ten admissions to the Preview Party
- Twenty additional passes to the Saturday/Sunday market
- Prominent recognition on 5,000 invitations and flyers
- Inclusion in all press releases and correspondence

### CLASSIC \$500

- Acknowledgement of sponsorship on Lawndale's gallery wall
- Five commemorative items to share with your clients, friends and co-workers
- Five admissions to the Preview Party
- Ten additional passes to the Saturday/Sunday market
- Recognition on 5,000 invitations and flyers
- Inclusion in all press releases and correspondence

### MODERNIST \$250

- Two commemorative items to share with your clients, friends and co-workers
- Two admissions to the Preview Party
- Five additional passes to the Saturday/Sunday market
- Recognition on 5,000 invitations

### DESIGN CIRCLE \$100

- Two admissions to the Preview Party
- Preview party passes are good for Saturday/Sunday market



## 20<sup>th</sup> Century Modern Market Lawndale Art Center



## FOURTEENTH ANNUAL 20<sup>TH</sup> CENTURY MODERN MARKET

### **Is our donation tax deductible?**

In accordance with Lawndale's 501(c)(3) status, donations and underwriting funds are tax deductible. Gift acknowledgments will be issued to donors.

### **If we give, how will we be recognized?**

Underwriters will be recognized on all printed material for the 20<sup>th</sup> Century Modern Market. Any additional promotional material that Lawndale chooses to create will also feature all underwriters' names. Please see donor category sheet for full details of benefits.

### **What is the 20<sup>th</sup> Century Modern Market and what is Modern Design?**

The Modern Market is the only antiques show of its kind in the Southwest to exclusively feature design of the twentieth century. Up to 16 dealers will be represented with booths featuring design and decorative arts from the 20<sup>th</sup> century. Furniture, art, ceramics, glass, metalwork and fashion are only some of the items that will be available for sale. Dealers are invited to participate in this event on the basis of the quality of their objects and the diversity of their wares. Lawndale aims to bring the highest quality show possible to the city of Houston that features both affordable and interesting design.

The period represented at the Modern Market is an important focal point for the 20<sup>th</sup> century, as these years witnessed the greatest changes in design. In the pre-war years, the beginnings of a shift from the traditions of the arts and crafts movement to mass-production were apparent as the use of industrial materials and new technology resulted in the restyling of traditional objects for the home. Chrome-plated metals, streamlined and biomorphic shapes all dominated this period. By the post-war era, mass-production was standard and designers worked closely with manufacturers to develop forms that reflected further strides in technology. The over-riding goal was to provide good design that was both affordable and stylish. This resulted in the clean, unornamented look of designs such as those produced by Knoll and Herman Miller.

### **Will there be other events at the Modern Market?**

An important feature of each year's Market is the educational component. On Wednesday, **April 22, 2009**, Lawndale will host **a lecture on 20<sup>th</sup> century design** as an educational outreach program to the community. **Robert Summers**, of the Center for Advancement and Study of Early Texas Art, will speak on Texas Modernist Art, ***Lone Star Modern: Discovering the Origins of Modernism in Texas Art***. The presentation will examine how and when modernist artmaking techniques from Europe and New York arrived in Texas and how they were incorporated into indigenous Texas art during the late 1920's until the early 1960's. Artists throughout the state will be discussed; Houston artists will be emphasized.

### **Who are the target audiences for the Modern Market?**

There are three distinct audiences for the Modern Market. The core audience encompasses professionals in their 20s to 50s who are just starting collections, furnishing homes or are interested in design. This demographic group is active in the community. They patronize local businesses and establishments and they are interested in new trends.

The second audience is the interior design and architecture community. This group has a vested interest in 20<sup>th</sup> century design. They are informed and are committed to bringing design to the forefront. Through word-of-mouth, they bring the Market to the attention of their clientele and community.

The third target group is dealers and collectors. Again, these are people who have a vested interest in objects at the Market. They shop for themselves, bring their clientele and talk up the event to colleagues in the field. They give the event regional and national recognition, which helps the Market grow every year.

### **How will we reach these audiences?**

Lawndale's experienced Event Committee, Chaired by Paula Murphy of Patterson and Murphy Public Relations, secures editorial coverage in Houston papers, regional journals and from radio and television stations. The event is being sponsored by *PaperCity Magazine*, *My Table Magazine*, New Leaf Publishing (*Society for the Performing Arts*, *The Grand*, *Urban Update*) and *Cite Magazine*. Additional advertising was purchased for the Winter 2008-2009 and Spring 2009 issues of *Modernism Magazine*. Flyers will be displayed by participating dealers, antiques shops and co-ops, local businesses and arts organizations. There will also be an organization-wide campaign to distribute notices to as many communities as possible. Lawndale has a big presence on Web 2.0 so it will be blasting out information via Facebook, Twitter, MySpace and our own blog, as well.

Lawndale will mail invitations to a mailing list - that numbers close to 4000 - of loyal contemporary art and design patrons. Additionally, each dealer participant, committee member and underwriter will send invitations to their friends and colleagues, adding nearly 2000 names.

### **What is Lawndale Art Center?**

Founded in 1979, Lawndale originated in the Department of Art at the University of Houston and was located in the East End (at the University's Lawndale Annex). By 1989, Lawndale had become an independent non-profit organization and in 1993, it purchased its present building at 4912 Main Street in the Museum District. Joseph Finger, architect of City Hall, designed the historically important Main Street building.

With four galleries in its locally significant Art Deco building, Lawndale includes close to 500 Texas artists annually in changing exhibitions. Over twenty informal talks, exhibitions and special events are offered yearly, such as the *Día de los Muertos/Day of the Dead* celebrations and *The Big Show*. Lawndale also supports area artists through its annual Artist Studio Program, which provides working studio space, a monthly stipend and a materials grant to 3 artist for a 9-month period.

A volunteer Board of Directors governs Lawndale, which includes numerous local artists and professionals. Membership and numerous dedicated volunteers support the center. Lawndale has an active presence in the Houston artistic community and is recognized as a significant and thriving alternative to traditional museum and gallery spaces.

### **How does the money contributed or raised support the institution?**

The 20<sup>th</sup> Century Modern Market raises funds that help underwrite the cost of Lawndale's free public programs. These include gallery exhibitions, educational outreach lectures and exhibition tours for schoolchildren and the studio residency program. In addition to funding from the Market and other special events, programs at Lawndale are supported in part by The National Endowment for the Arts, The Houston Arts Alliance through the Houston Museum District Association and City Initiatives Program, The Texas Commission on the Arts, Houston Endowment, The Brown Foundation, Inc., Andy Warhol Foundation for the Visual Arts, The Cavnar Foundation, The Cullen Foundation, The Wortham Foundation, Inc., John M. O'Quinn, Cecily Horton, Ann W. Harithas, Jonathan and Barbara Day, Diana Hudson and Lee Kaplan, Anita and David Garten, Karen J. and David A. Sobotka, Daniel K. Dubrowski, Jenny and Mark Johnson, Samantha Schnee, H-E-B, Continental Airlines, Target, Art Colony Association, other contributors, memberships, benefit events and many volunteers.