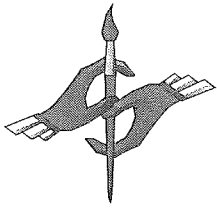


# Arts Patronage in Modern America



An International Conference **26-28 June 2019**

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**Rothermere American Institute**  
University of Oxford  
1a South Parks Road  
Oxford OX1 3UB  
[americanartspatronage.com](http://americanartspatronage.com)

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This conference has been kindly supported by:



With thanks to our partner organisations:



## Welcome from the Director

On behalf of the Rothermere American Institute, it is my pleasure to welcome you to Oxford. As the University's centre for the study of the history, politics, and culture of the United States, the RAI is proud to be hosting this important conference on "Arts Patronage in Modern America." I am very grateful to Karen Patricia Heath and Amanda Niedfeldt for all of their hard work in assembling this exciting programme; to our partners at the Terra Foundation, TORCH, BAAS, the Royal Historical Society, the Oxford Playhouse, and the Ashmolean Museum, for their vital assistance in making this event possible; and to all of you for joining us and for contributing to what will no doubt be productive and stimulating discussions over the next few days. We are delighted to have you with us, and I hope you will find occasions to return to the Institute in the future.



Best wishes for a successful conference,

**Dr Halbert Jones**

Director, Rothermere American Institute, University of Oxford

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*Whilst you are at the RAI, do take a moment to visit the Vere Harmsworth Library (housed in the same building, entrance on the ground floor). We currently have on display campaign ephemera from the Philip & Rosamund Davies US Elections Campaigns Archive, donated by Philip Davies (former Director, Eccles Centre for American Studies, British Library). There are two cases on the*

*ground floor of the library that include a selection of material, from buttons, posters, bumper stickers, flyers and leaflets to more unusual examples such as t-shirts, caps, dolls, rain bonnets, jewellery, bars of soap, playing cards, and commemorative plates.*

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## Programme

### \*Day Zero Tuesday 25 June

**\*17.30-18.30** Registration for Speakers, St. Anne's Lodge

**\*18.30** Informal Drinks for Panellists & Speakers, Royal Oak (a pub near St. Anne's)

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**Please note** that all events with asterisks before them are only for speakers presenting at the conference. For example, events on "Day Zero" are only for conference speakers. Day delegates are welcome to all other events (registration via Eventbrite). The two plenary lectures are free and open to anyone (again, registration via Eventbrite).

All meetings will take place in the lower ground floor of the Rothermere American Institute unless indicated otherwise. PowerPoint facilities are available.

For those staying at St. Anne's College, breakfast will be served in the Dining Hall from 8.00-9.00. Check in time is from 13.00, check out by 10.00. Luggage may be left at the Porters' Lodge on request (24 hours).

# Programme

## Day One Wednesday 26 June

9.00-9.30

Registration for Delegates

9.30-10.30

Panels

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Garden Room Towards Cultural Democracy?:  
Corporate Patronage and State-Sponsored Culture,  
from the New Deal to the Cold War Era

Chair: **A. Deirdre Robson**, University of West London

**Isadora Helfgott**, University of Wyoming

*'New Worlds to Conquer': The Genesis of Corporate  
Patronage for Art in the United States'*

**Jody Patterson**, Plymouth University

*'Point of Promise and of Danger': American Art and  
Cultural Democracy at Mid-Century'*

Seminar Room New Perspectives on the Culture  
Wars: Budgetary Battles and AIDS Arts Activism in  
Reagan's America

Chair: **Emma Day**, Pembroke College, University of Oxford

**Karen Patricia Heath**, Rothermere American Institute,  
University of Oxford

*'Reagan Revolution Rescinded: How the NEA Survived  
Supply-Side Economics in the 1980s'*

**Jessica Wallace**, Trinity College, University of Oxford

*'Obstructed Artistic Autonomy in Artistic AIDS Activism:  
A Microcosm of Federal Response to the Crisis'*

10.30-10.45

Tea & Coffee Break

10.45-12.15

Panels

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Garden Room Gamers, Gatekeepers, and Guidelines:  
Steering Federal Funding Toward Complex Ends

Chair: **Dana Mills**, Historian and Activist

**Paul Bonin-Rodriguez**, University of Texas, Austin

*'Networking Legacies and Outcomes: the NEA, the NPN,  
and the Quest for Equitable Arts Support Systems'*

**Sarah Wilbur**, Duke University

*'Bureaucratic Angling, Institutional Activism: The NEA  
Dance Program's Covert "Culture Wars"'*

**Colleen Hooper**, Point Park University

*'Among a Constellation of Arts Resources: The  
Comprehensive Employment Training Act (CETA)  
1974-1982'*

Seminar Room Fundraising, Propaganda, and the  
Artistic Limitations of the Warfare State

Chair: **Alice Kelly**, Rothermere American Institute and  
Corpus Christi College, University of Oxford

**Austin Porter**, Kenyon College

*'The War in Museums: the U.S. Treasury Department's  
Art Exhibitions, 1942-45'*

**M. Alison Reilly**, Florida State University

*'Photography in the Service of America: The U.S.  
Government as Patron of the Arts at MoMA During  
World War II'*

**Kelvin Parnell Jr.**, University of Virginia

*'Presidential Patronage: Franklin D. Roosevelt and Selma  
Burke's Four Freedoms'*

12.15-13.00

Lunch, including Tea & Coffee

13.00-14.30

Representing America Abroad: Views from Practitioners

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Lecture Hall

Chair: **Amanda Niedfeldt**, University of  
Minnesota-Twin Cities

**Courtney Austrian**, Minister Counselor for Public  
Affairs, Embassy of the United States of America, London

*NB Chatham House Rule*

**Angela Emmerson**, United States Development  
Advisor, The British Library, London

**Richard Wendorf**, Director, American Museum &  
Gardens, Calverton Manor, near Bath

14.30-15.00

Tea & Coffee Break

15.00-16.30

Plenary

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Lecture Hall

Chair: **John R. Blakinger**, Terra Visiting Professor of  
American Art, University of Oxford

*'To Remain Silent is to Be Complicit': Arts Funding in the  
Trump Era'*

Chair: **Karen Patricia Heath**, Rothermere American  
Institute, University of Oxford

17.00

Informal Drinks, The University Club (bar near the RA)

\*19.00

Dinner for Panellists & Speakers,  
Mamma Mia (an Italian restaurant in Jericho)

## Day Two Thursday 27 June

9.15-10.15

Panels

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Garden Room Culture War/Cold War: Poetic Politics and Literary Funding at Home and Abroad

Chair: **Tessa Roynon**, Rothermere American Institute, University of Oxford

**Lisa Szeffel**, Pacific University

*'The First Culture War: A Prize to Ezra Pound, Treason, and the Fight for Democracy'*

**Amanda Niedfeldt**, University of Minnesota-Twin Cities

*'Writing on the Wall: Public-Private Patronage and Writers in Berlin during the 1960s'*

10.15-10.30

Tea & Coffee Break

10.30-12.15

Panels

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Garden Room Founders, Funders, and Fiscal Crises: Private Philanthropy and Public Funding In and Around New York City

Chair: **H. Horatio Joyce**, Rothermere American Institute, University of Oxford

**Pollyanna Rhee**, University of Illinois - Urbana Champaign

*'Assimilation and Uplift?: Local Arts Patronage and the Carnegie Corporation of New York'*

**Natalie A. Mault Mead**, Hunter Museum of American Art

*'Money, You've Got Lots of Friends: Patronage During the Harlem Renaissance'*

**Christopher Ketcham**, Art Historian

*'Speculations in Real Estate and Sculpture: Arts Patronage and Spatial Authority in New York City after John V. Lindsay'*

**Pauline Chevalier**, Institut national d'histoire de l'art, Paris; Université de Bourgogne

*'Funding the Alternative: the NEA and New York Alternative Art Spaces (1969-1976)'*

12.15-13.00

Lunch, including Tea & Coffee

13.00-14.30

Panels

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Garden Room Transmissions: Cultural Sponsorship, Cultural Diplomacy, and Cultural Criticisms, From, To, and Inside the USA

Chair: **Amanda Niedfeldt**, University of Minnesota-Twin Cities

**Matteo Pretelli**, University of Naples "L'Orientale"

*'Olivetti, Cultural Sponsorship, and the United States'*

**Isabel Lee-Rosson**, Talley Dunn Gallery

*'Soft Power, International Funding, and Complexities of Contemporary Art from Lebanon ca 1970'*

**Lorinda Roorda Bradley**, University of Missouri-Columbia

*'An American Revolution: Information Exchange and Cultural Diplomacy in the Work of Charles and Ray Eames'*

Seminar Room Inside, Outside, and Beyond the Bureaucracy: Creative Expression, Artistic Need, and Democratic Principles in the Long Great Society Era

Chair: **Gareth Davies**, St. Anne's College, University of Oxford

**Jamin An**, University of California, Los Angeles

*'"A Shot in the Arm for the Arts": Henry Geldzahler and the Beginnings of the NEA Visual Arts Program'*

**James R. Swensen**, Brigham Young University

*'"A Most Vital Lifeblood": The National Endowment for the Arts, Guggenheim Foundation, and the Formation of a New Golden Age of Photography'*

Seminar Room From Conservative Beginnings to Progressive Ends and Back Again: The Promises and Pitfalls of Public/Private Collaborative Investments

Chair: **Karen Patricia Heath**, Rothermere American Institute, University of Oxford

**Charlotte Canning**, University of Texas at Austin

*'HemisFair68, The Arts Patronage of Foreign Policy and Business'*

**Derek Miller**, Harvard University

*'The Shubert Foundation, or The IRS as Theatre Patron'*

**Diana Benea**, University of Bucharest

*'"Emphasizing Artistry without Sacrificing Business": Ping Chong + Company's Undesirable Elements Series (1992) and the Challenges of Funding for Contemporary American Community-Based Theater'*

**Kristin Leahey**, Boston University

*'Four of the Many Signs of Change in the US Nonprofit Theatre - 2019'*

Seminar Room Solving Old Budgetary Problems with New Fundraising Techniques: Crowdfunding in an Age of Culture War

Chair: **Kamila Nigmatulina**, Saïd Business School and Green Templeton College, University of Oxford

**Hunter Kennedy**, Los Angeles County Museum of Art

*'Democratizing Arts Patronage: Crowdfunding as a Response to Institutional Funding Controversies'*

**Jo Ann Oravec**, University of Wisconsin - Whitewater, University of Wisconsin - Madison

*'Crowdfunding, Philanthropy, and the Rhetoric of Public Support for the Arts: Democratization, Datafication, or Government Defunding?'*

**Monica Steinberg**, University of Hong Kong

*'Art Provoking Policy: Semiotic Disobedience and Conscientious Law-Breaking'*

## Day Two Thursday 27 June

14.30-15.00 Tea & Coffee Break

15.00-16.30 Plenary

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Lecture Hall **Mary Anne Goley**, Founding Director of the Fine Arts Program of the Federal Reserve Board  
*Playing by the Rules, How I Directed the Fine Arts Program of the Federal Reserve Board, 1975 thru 2006'*

Chair: **Karen Patricia Heath**, Rothermere American Institute, University of Oxford

17.00 Informal Drinks, The University Club (bar near the RA)

\*19.00 Dinner for Panellists & Speakers,  
Browns (a classic brasserie down St. Giles')

## Day Three Friday 28 June

9.15-10.45 Panels

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Garden Room **Cities, Culture, and Cultural Capital: Experimentation, Transformation, and New Funding Models**

Chair: **Franziska Wilmsen**, Loughborough University

**Barbara Jaffee**, Northern Illinois University, DeKalb  
*Timely Interventions: Government Patronage and Experimental Art in Chicago'*

**Paola Francisquini**, Annex B  
*Redefining Philanthropy: A Study on Cultural Capital, Activist Grant-Making and Disrupting the Narrative'*

**Winter Phong**, Texas Tech University  
*Municipal Arts and Culture Funding Models: A Look at Four American Cities'*

Seminar Room **Depicting America and Americans: Murals and Memorials in the New Deal Era**

Chair: **Rachel Sanders**, City Literary Institute, London

**Abby Eron**, University of Maryland  
*Private Patronage in the New Deal Era: The Ellen Phillips Samuel Memorial'*

**Ellen E. Adams**, Frederik J. Meijer Honors College  
*Cultural Patronage in the New Deal: Georgette Seabrooke and the Harlem Hospital Murals'*

**Emily S. Warner**, University College London  
*Picturing the Public: Patronage and Style in New Deal Murals'*

10.45-11.15 Tea & Coffee Break

11.15-12.15 Panels

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Garden Room **Donors and Donations in the 21st Century: Private/Public Partnerships in the Gallery and the Museum**

Chair: **Lucy Shaw**, Programmes and Partnerships, Gardens, Libraries and Museums (GLAM), Oxford Cultural Leaders, and Kellogg College, University of Oxford

**Mary Lee Corlett**, National Gallery of Art, Washington DC  
*Full Circle: The Private/Public Partnership of The Dorothy and Herbert Vogel Collection: Fifty Works for Fifty States Project'*

**Wiebke Kartheus**, University of Göttingen  
*Facilities That Carry Your Name: How Art Museum Architecture Reflects Patrons' Influence on Culture: Notes from the Milwaukee Art Museum and the Pérez Art Museum'*

Seminar Room **Rethinking Cold War Cultural Diplomacy: Matronage, Patronage, and Public/Private Cooperations**

Chair: **Todd Carter**, University College, University of Oxford

**Camelia Lenart**, University at Albany  
*The Tale of Two Eleanors and Cold War Arts' Patronage: Martha Graham's Collaboration with Eleanor Roosevelt and Eleanor Lansing Dulles in the Making of American Cultural Diplomacy'*

**Diana Stelowska-Morgulec**, University of Warsaw  
*American Arts Diplomacy towards Poland: Does it still exist?'*

12.15-13.15 Lunch, including Tea & Coffee

\*14.00-16.30 Excursion for Panellists & Speakers, Tour of the Oxford Playhouse followed by Activities at the Ashmolean Museum

\*19.00 Drinks Reception for Panellists & Speakers,  
St. Anne's College

\*19.30 Closing Dinner for Panellists & Speakers, St. Anne's College

