

**FOR IMMEDIATE RELEASE**

Contact: Lauren Davis Gordon  
Lauren.Gordon@greenhillnc.org  
336-333-7460 extension 106

Sandra Miller Jones  
smjones@smsi-net.com  
(336)414-0905

Lafayette Jones  
ljones@smsi-net.com  
(336)414-2331

**Greenhill Presents Select Collection | Prints of Romare Bearden**  
*Exhibition Opens April 15, Educational Programming April 26*

**(GREENSBORO, NC)** Greenhill is honored to present *Select Collection | Prints of Romare Bearden*. With this exhibition and sale, Greenhill celebrates one collector, Lou Milano and his extraordinary collection, and one artist, Romare Bearden, who helped define 20<sup>th</sup> century contemporary art.

*Select Collection* includes Romare Bearden etchings, screenprints, lithographs, bon à tires, drawing and collage. Romare Bearden was a seminal African American artist and is recognized as one of America's most important twentieth-century artists.

Greenhill is honored to host this exhibition and art sale, which will display over 40 of his works with 87 works available for sale. Romare Bearden was a prolific artist, with a catalogue of works in the hundreds. The exhibition and art sale at Greenhill will provide the viewer a sampling of some of his most important lithographs, serigraphs and etchings, including his highly acclaimed works *The Family*, *Morning (Carolina Morning)*, *Mecklenburg Autumn* and *The Train*.

Recognized as one of America's most vibrant and creative 20<sup>th</sup> century artist, Romare Bearden's work depicted the richness and vibrancy of African American life. A North Carolina native, Bearden was inspired by his personal experiences, the rural south and a variety of historical, literary and musical influences.

"You should always respect what you are and your culture because if your art is going to mean anything, that is where it comes from," Bearden said in 1987 on PBS's *The MacNeil/Lehrer Report*.

Visitors are invited to view the collection at Greenhill April 15, 2014 - June 22, 2014. On April 26, 2014, Greenhill will host an educational program, which is open to the public at a cost of \$5/person:

- 10:00 - 11:30AM : Romare Bearden in Context. Who was Romare Bearden, what was his role in 20<sup>th</sup> Century contemporary art, what was his influence in and outside of the arts.
- 1:30 – 3:00PM: The Prints of Romare Bearden. Discussion focused on examining the wide array of his prints, helping to articulate to viewers the experimentation, adaptation, and improvisation found in his prints.

Saturday, April 26, 2014 at 5:30PM, Greenhill will host ***An Evening Celebrating Romare Bearden***, a ticketed private reception (\$125/person.) Guests will have an opportunity join the "Walk and Talk," where panelists will highlight works within the collection, their importance, references and influences. For information and to purchase tickets for this event, visit [www.greenhillnc.org](http://www.greenhillnc.org) and click on "Select Collection."

Bearden was born in Charlotte, North Carolina in 1911; he left for New York City with his parents in 1914 but came back to his home state often to visit his grandparents. For Greenhill, *Select Collection | Prints of Romare Bearden* symbolizes Bearden at home.

North Carolina left an indelible mark on Bearden's work which is seen through many of the works offered through *Select Collection | Prints of Romare Bearden*. Bearden was a prolific artist, with a catalogue of works in the hundreds. The exhibition and art sale at Greenhill will provide the viewer with a sampling of some of his most important lithographs, serigraphs and etchings, including his highly acclaimed works *The Family*, *Carolina Morning*, *Mecklenburg Autumn* and *The Train*.

"With *Select Collection*, we are hoping to introduce younger art collectors to Bearden and offer connoisseur collectors an opportunity to add to their collections," said Sandra Miller Jones, President and Founder, Segmented Marketing Services, Inc. (SMSi)

Greenhill and the SMSi Partners, Segmented Marketing Services, Inc. (SMSi) and SMSi-Urban Call Marketing are partnering to promote and educate North Carolinians about Bearden the man and his work. Additionally, Beth Hopkins, a Romare Bearden aficionada, is serving as a consultant with Greenhill and the SMSi Partners.

"We are delighted to partner with Greenhill to bring Bearden back home and celebrate his life and contributions," said Lafayette Jones, President & CEO, SMSi-Urban Call Marketing, Inc.

*Select Collection | Prints of Romare Bearden* is available online at <http://greenhillnc.org/?page/141015/select-collection>.

### **About Romare Bearden**

Romare Howard Bearden was born on September 2, 1911 in Charlotte, North Carolina, and died in New York City on March 12, 1988, at the age of 76. His life and art are marked by exceptional talent, encompassing a broad range of intellectual and scholarly interests, including music, performing arts, history, literature and world art. Romare Bearden began college at Lincoln University, transferred to Boston University and completed his studies at New York University, graduating with a degree in education. He also attended the Art Students League in New York and later, the Sorbonne in Paris.

From the mid-1930s through 1960s, Bearden was a social worker with the New York City Department of Social Services, working on his art at night and on weekends. His success as an artist was recognized with his first solo exhibition in Harlem in 1940 and his first solo show in Washington, DC, in 1944. Bearden's works were exhibited during his lifetime throughout the United States and Europe. His collages, watercolors, oils, photomontages and prints are imbued with visual metaphors from his past in Mecklenburg County, North Carolina, Pittsburgh and Harlem and from a variety of historical, literary and musical sources.

In 1954, Bearden married Nanette Rohan, with whom he spent the rest of his life. In the early

1970s, he and Nanette established a second residence on the Caribbean island of St. Martin, his wife's ancestral home, and some of his later work reflected the island's lush landscapes. Among his many friends, Bearden had close associations with such distinguished artists, intellectuals and musicians as James Baldwin, Stuart Davis, Duke Ellington, Langston Hughes, Ralph Ellison, Joan Miró, George Grosz, Alvin Ailey and Jacob Lawrence.

Recognized as one of the most creative and original visual artists of the 20th century, Romare Bearden had a prolific and distinguished career. He experimented with many different mediums and artistic styles, but is best known for his richly textured collages. Bearden's work is included in many important public collections including the Metropolitan Museum of Art, the Whitney Museum of American Art, the Philadelphia Museum of Art, the Museum of Fine Arts, Boston, The Mint Museum, Charlotte, The Cameron Museum, Wilmington, NC and The Studio Museum in Harlem, among others. He has had retrospectives at the Mint Museum of Art (1980), the Detroit Institute of the Arts (1986), as well as numerous posthumous retrospectives, including The Studio Museum in Harlem (1991) and the National Gallery of Art, Washington, DC (2003).

Bearden was the recipient of many awards and honors throughout his lifetime. Honorary doctorates were given by Pratt Institute, Carnegie Mellon University, Davidson College and Atlanta University, to name but a few. He received the Mayor's Award of Honor for Art and Culture in New York City in 1984 and the National Medal of Arts, presented by President Ronald Reagan, in 1987.

### **About Greenhill**

The mission of Greenhill is to promote the visual arts of North Carolina by engaging a broad community of artists, adults and children through dynamic exhibitions and educational programs and providing a platform for exploration and investment in art. Greenhill is the only non-collecting organization dedicated to presenting, promoting and advocating for contemporary visual art and artists of NC. Since its founding in 1974, the organization has presented and sold artwork of over 9,850 visual artists and engaged nearly one million visitors through free access to The Gallery, The Shop & ArtQuest, the award-winning education program for children & families. Greenhill is located in downtown Greensboro in the Greensboro Cultural Center. [www.greenhillnc.org](http://www.greenhillnc.org)

### **About SMSi Partners**

Segmented Marketing Services, Inc. (SMSi), founded in 1978, is a minority-owned national marketing company. With experienced local marketing teams in 30 top markets, its services include product sampling, field execution and in-store marketing with co-op and customized programs directed to women, teenagers, and urban and ethnic consumers (Hispanic and African-American segments). SMSi and its sister company highlighted below deliver millions of samples and promotions where consumers work (job sites), play (special events, festivals, parades, etc.), shop (malls/stores), study (schools, colleges), worship (churches), groom (beauty salons) and live (homes).

### SMSi - Urban Call Marketing, Inc

In addition to the services outlined above, for many advertisers and clients, this company publishes **Urban Call**, 4-color custom tabloid size newsprint publications ranging in size from 8 to 64+ pages. These custom produced special advertorials are used for a multitude of purposes, including brand awareness building, consumer education, and trade sell-in. The ability to feature advertorials, carry corporate messages and display brand advertising in a favorable editorial environment makes Urban Call a highly effective marketing tool. These publications create awareness of the marketing support (promotion, media, etc.) behind a particular brand,

service or company. Additionally, these custom Urban Call publications are direct mailed and distributed monthly or quarterly via SMSi's proprietary national networks of venues (churches, beauty salons, barber shops, and other minority owned businesses), as specified by the client.

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## PRESS IMAGES

**Image 1:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *Out Chorus*, 1979-1980, etching, aquatint, serigraph, image 12.5 x 16 inches



**Image 2:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *Sword Fighter*, 1948, pen and ink, image 24 ¼ x 18 ½ inches



**Image 3:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *Lantern*, 1979, lithograph, image 23 5/8 x 15 3/8 inches



**Image 4:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *Girl in the Garden*, 1979, lithograph, image 22 x 16 inches



**Image 5:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *The Train*, 1974, etching and aquatint, image 17 <sup>3</sup>/<sub>4</sub> x 22 <sup>1</sup>/<sub>8</sub> inches



**Image 6:** Art © Bearden Foundation/Licensed by VAGA, New York, NY  
Romare Bearden, *The Family*, 1975, aquatint, image 19 <sup>3</sup>/<sub>4</sub> x 26 inches

