



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE:**

### *The Domestic Sphere Goes Pop*

To Open at the University Museum of Contemporary Art, UMass Amherst

Amherst, Mass. – *The Domestic Sphere Goes Pop*, a new exhibition at the University Museum of Contemporary Art, investigates what happens to unremarkable objects when they are elevated to the status of art. The exhibition will open on Wednesday, April 4 and be on view through May 6 and again on May 10, 11, and 12 for the Graduation Weekend. The opening reception will be held on Wednesday, April 4 from 5-7 p.m. and will include a gallery talk by Rebecca Bernard and Kristen Rudy, co-curators and candidates for Master's of Art in Art History, UMass Amherst.

*The Domestic Sphere Goes Pop* examines works on paper from the 1960s and 1970s. It focuses particularly on the ways artists manipulate color, form, scale, context, and technique to de-familiarize the everyday. Artists in this exhibition include: Richard Hamilton, Roy Lichtenstein, Eduardo Paolozzi, Robert Rauschenberg, James Rosenquist, and Andy Warhol. The works of art in this exhibition have been drawn from the strong permanent collection of the University Museum of Contemporary Art.

*The Domestic Sphere Goes Pop* is co-curated by Rebecca Bernard and Kristen Rudy, Masters in Art History candidates, 2012. This exhibition is presented as the culmination of their Curatorial Fellowship. The Curatorial Fellowship is a year-long Independent Study that is conducted in collaboration with the Art History Program. The Fellowship entails all aspects of producing an exhibition, including grant writing, researching the UMCA's permanent collection, and developing concepts and theoretical underpinnings. The success of this program is made possible through the support and guidance of Loretta Yarlow (Gallery Director), Eva Fierst (Curator of Education), and Mario Ontiveros (Assistant Professor of Art History).

Museum Hours: Beginning February 1, 2012

Tuesday – Friday, 11:00 AM – 4:30 PM, Saturday/Sunday 2 – 5 PM  
Closed Mondays and Spring Break, March 17-26