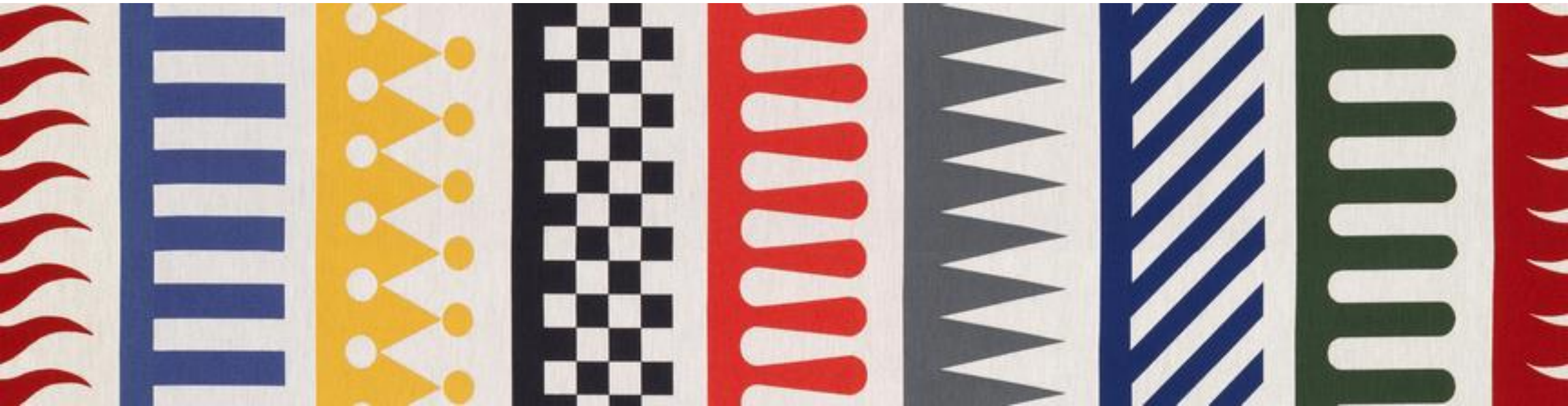


Girard Projects 2018 to present





Alexander Girard: A Designer's Universe

Hosted traveling exhibition organized by Vitra Design Museum, Weil am Rhein, Germany

May–October 2019



Alexander Girard: A Designer's Universe

Strong attendance, great PR (including PBS NewsHour), developed institutional collaborations with Vitra Design Museum and various museums holding Girard collections, built new audiences

MUSEUM OF INTERNATIONAL FOLK ART and GEORGIA O'KEEFFE MUSEUM present

T2V5LR3MOT
 3J8NC&FSPE
**A CONVERSATION
 TODD WITH
 OLDDHAM**
 AH4EIZQ1WA
 67DX9GKUYC
 T2V5LR3MOT

SUNDAY, JULY 28 · 2:00 – 3:00 PM
 VERNICK AUDITORIUM · MUSEUM OF INTERNATIONAL FOLK ART

Join design icon and author Todd Oldham for a conversation exploring mid-century modern design and the work of Alexander Girard. Oldham's career has included all areas of design, from interior design, fashion, film and photography, to furniture and graphic design.

FREE WITH MUSEUM ADMISSION
 SPACE IS LIMITED · FIRST COME · FIRST SEATED

Presented in conjunction with *Alexander Girard: A Designer's Universe*, this program is generously supported by the Museum of New Mexico Foundation. Youth 16 and under and MMF members always free. www.museumfoundation.org/join Enjoy bistro dining with a view at Museum Hill Café.

 **MUSEUM OF INTERNATIONAL FOLK ART**
 On Museum Hill In Santa Fe · InternationalFolkArt.org · (505) 476-1200

Georgia O'Keeffe Museum
 NEW MEXICO DEPARTMENT OF CULTURAL AFFAIRS **MMF** Mid-Century SANTA FE



Alexander Girard: A Designer's Universe
 Hands-on Activities & Public Programs

GIRARD

CULTURE × DESIGN

OCTOBER 18-19



TASTY BREAKFAST + LUNCH

FABULOUS SWAG BAGS

CLOSING PARTY AT SITE SANTA FE

With signature cocktails by The Compound Restaurant

13 DYNAMIC SPEAKERS

On Alexander Girard's design legacy
and his collection and display of folk art:

Amy Auscherman • Charlene Cerny • Jochen Eisenbrand
Shawn Evans • Ira Jacknis • Felicia Katz-Harris
Matthew J. Martinez • Monica Obniski • Todd Oldham
Kymberly N. Pinder • Rachel Preston Prinz
Khristaan Villela • Katherine White

Get your tickets at MuseumFoundation.org/Girard-Symposium



Vitra
Design
Museum

Global Sponsors:  Herman Miller maharam

Support provided by **vitra.**

Special thanks to the many donors to the Girard Campaign, Museum of New Mexico Foundation.
Presented in conjunction with the exhibition Alexander Girard: A Designer's Universe, organized by Vitra Design
Museum, on view at the Museum of International Folk Art through October 27. Photo by Charles Eames.

Culture x Design Symposium

13 Speakers over 2 days, October 2019

Culmination of *A Designer's Universe*,
but the start of MOIFA's scholarly
engagement with the interplay of
folk art and design in the career of
Alexander Girard

GIRARD'S Modern Folk



THROUGH JANUARY 2020
LLOYD'S TREASURE CHEST





Girard's Modern Folk

This small companion exhibition in the Treasure Chest coincided with the Vitra traveling retrospective, and helped to map out for our audiences some of the connections between Girard's design career and his folk art collection.



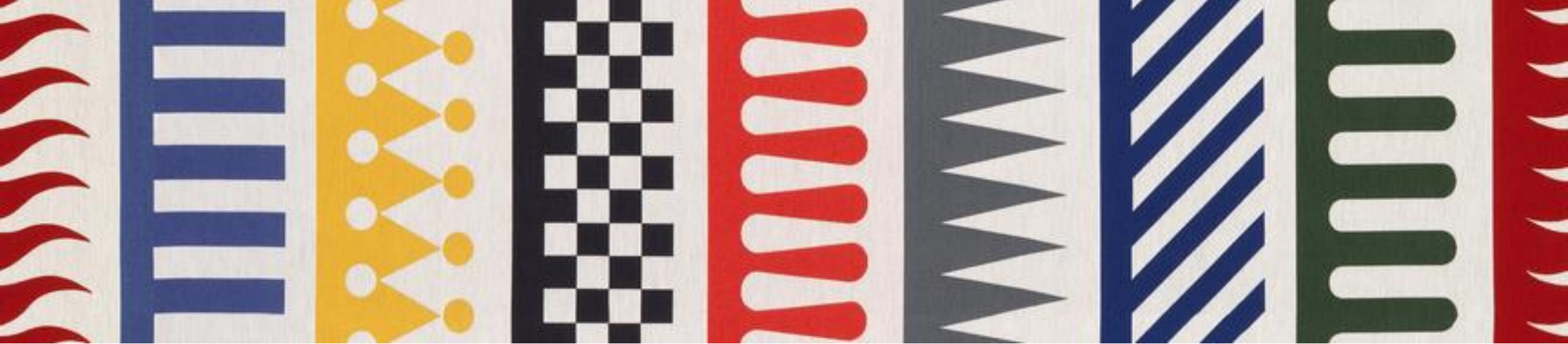
Objects of Art pop-up at Museo Cultural, August 2019
The Creative World of Alexander Girard



Behind the scenes,
Girard Wing Refresh



Refresh: paper theaters, orientation area & lounge, paper flowers



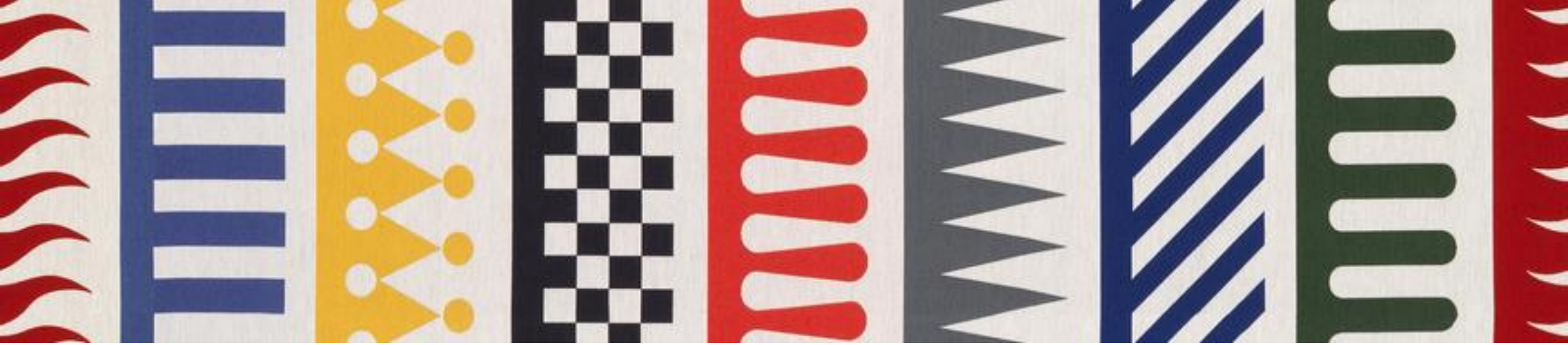
Cultural Advisory Network

Objectives:

Provide recommendations for staff to create an interpretive plan for the Girard Wing for the 21st century

Integrate community voices into *Multiple Visions*

Their report and guidance will form the foundation for other Girard projects, including a new Girard publication, new audio tours, new gallery guide, introductory video(s), and other potential interpretive tools



Cultural Advisory Network

Dr. Alaka Wali, Chair: Former curator at the Field Museum, Chicago

Dr. Corinne Kratz, professor emerita, Emory University

Dr. Christina Kreps, professor, University of Denver

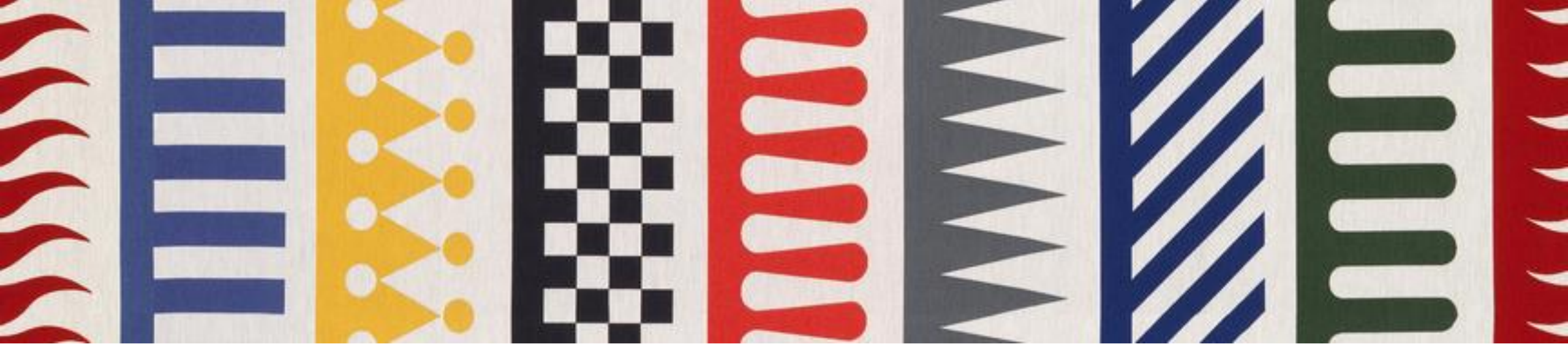
Arthur López, independent artist

Cesáreo Moreno, director of visual arts and chief curator, National Museum of Mexican Art, Chicago

Dr. Kymberly Pinder, dean, Yale University School of Art

Jaclyn Roessel, independent curator and consultant

Brian Vallo, independent artist and scholar, and former governor of Acoma Pueblo



Alexander Girard's Imagined Worlds

Published in association with Hirmer, designed by The Normal Studio

Publication date: Winter 2025

Co-edited by Laura Addison and Monica Obniski

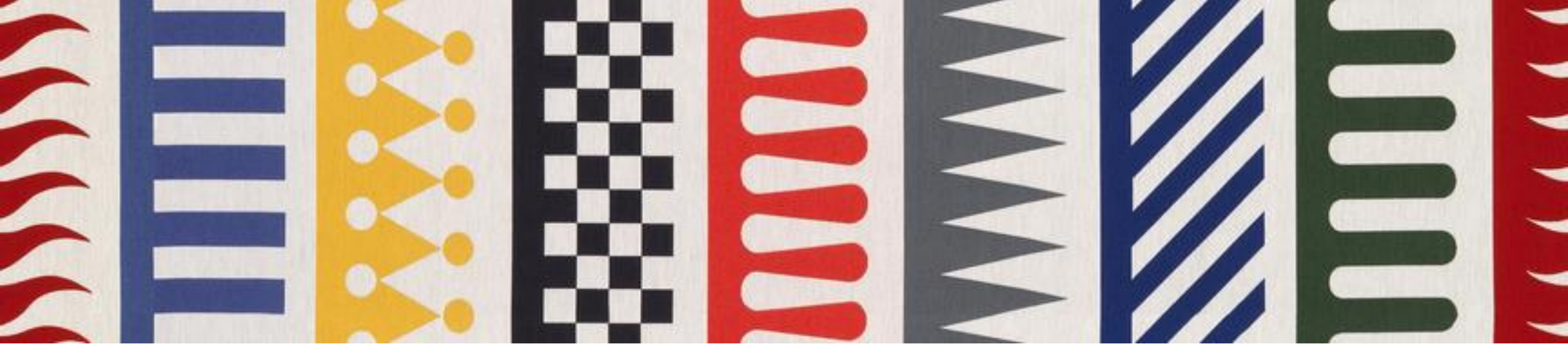
What publication is MOIFA uniquely positioned to contribute to Girard scholarship?

- Explore the intersection of folk art and design through *Multiple Visions*, the Girard Foundation collection, and archives
 - Girard-curated and designed exhibitions and exhibition designs
 - Interpretation of *Multiple Visions* through the perspective of communities represented in the displays
- Girard Travel Slides

Texts for *Alexander Girard's Imagined Worlds*

- **Renaissance Man: On Alexander Girard's Italian Roots**, Jochen Eisenbrand, PhD (Vitra Design Museum)
- **Toying with Folk Art**, Laura Addison (Museum of International Folk Art)
- **Girard's Hallmark Design Projects** [including *Nacimiento/Nativity*, 1961/1962], Alexandra Lange, PhD (Independent Critic)
- **Girard's Studio Practice and the Environmental Enrichment Panels**, Amy Auscherman (Herman Miller) and Katherine White (Henry Ford Museum)
- **African Textiles in the Girard Collection**, including the exhibition *African Fabrics* (1974), Nichole Bridges, PhD (St. Louis Art Museum)
- **Telares Uruapan: Girard's Textile Production in Mexico**, Ana Elena Mallet (Independent Curator)
- **An Ideology of Harmony at HemisFair '68? Girard's *The Magic of a People***, Monica Obniski, PhD (High Art Museum)
- **Alexander Girard and the Arts of India**, including *Textiles and Ornamental Arts of India* (MoMA, 1955), Saloni Mathur, PhD (UCLA)
- **Commentaries**: Allison Robinson, PhD (New-York Historical Society) on Black dolls; Brian Vallo (Acoma Pueblo) on Pueblo Feast Day
- **"Case Study" narratives** (6) from community members related to specific "sets" in *Multiple Visions*, with new set photography: Guillermina Alcántara Aguilar interview (Ocotlán de Morelos ceramic tradition), Aziza Chaouni (Moroccan architect), Marzena Dłużniewska (Polish *szopka* artist), Mark Murphy (miniaturist), Lynda Teller Pete (Diné weaver), Qarla Quispe (Peruvian designer)
- **Work of speculative fiction inspired by Girard's archives at MOIFA** and Girard's wider project of "worldbuilding," Parsons & Charlesworth (Collaborative artists/designers)



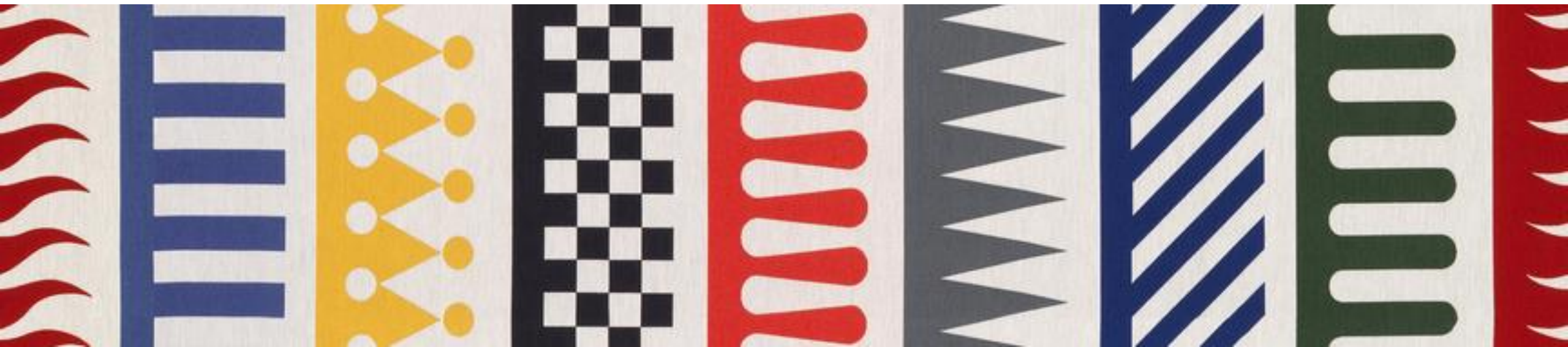


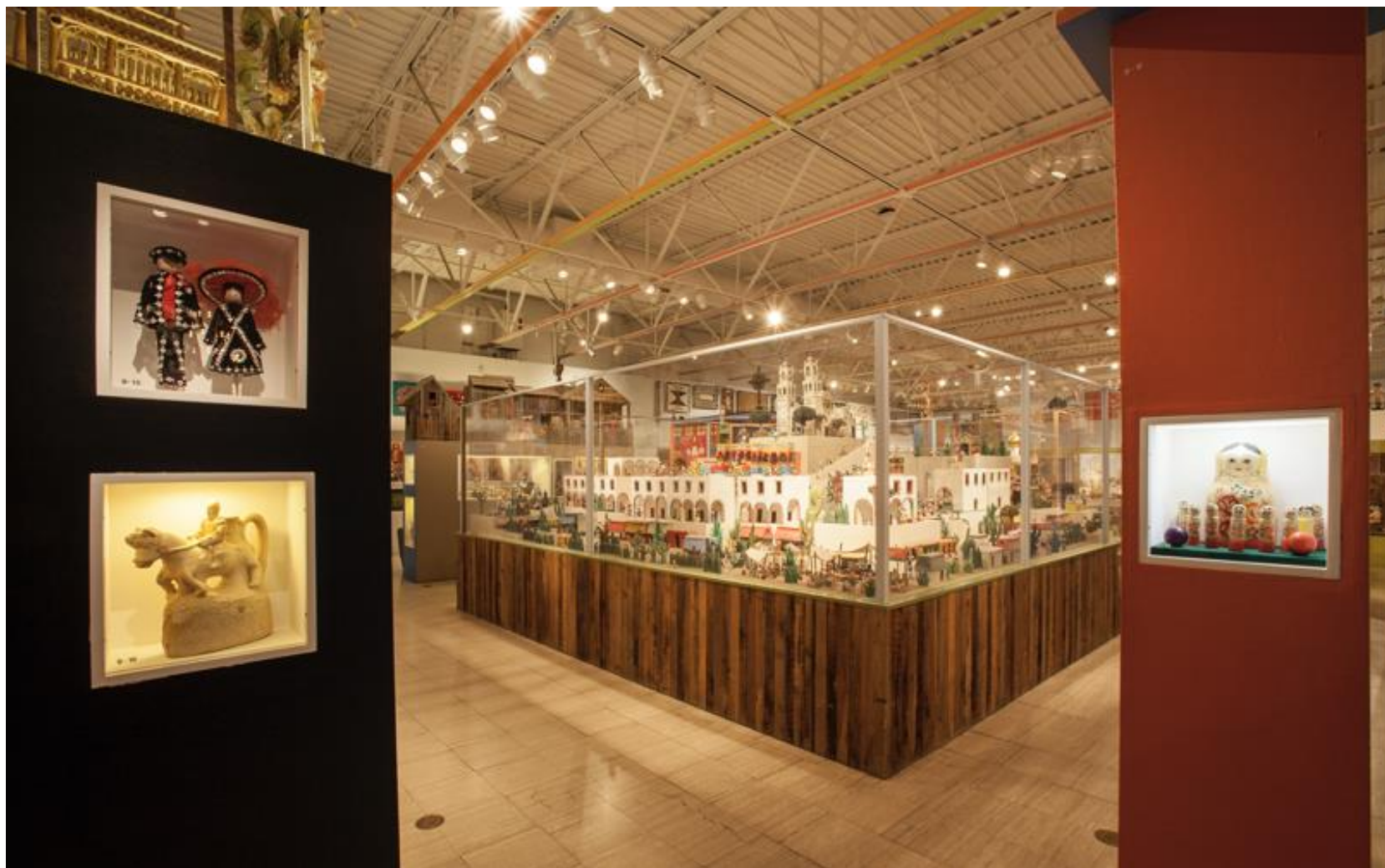
Ongoing programs and collaborations:

- Lecture series: Monica Obniski on HemisFair '68, Alexandra Lange on toy designs
- Establishment of Design Council
- Featured in PBS series Craft in America
- Projects or other engagement with Maharam, Herman Miller, Braniff International Foundation, Chobani
- Digitization of approximately 6,000 Girard travel slides
- Bartlett Library & Archives most frequent research requests relate to Girard and the Girard collection
- Reprint of publication *Folk Art from the Global Village*
- Interviews with artists, artist families, community members for first-person narratives to include in *Multiple Visions*

As a result of our various Girard projects of the past six years....

- We have become part of the community of scholarship about Girard, contributing to Girard's and MOIFA's legacy
- Our collaborations have helped us build connections with other art and design organizations, including Vitra Design Museum, High Museum of Art, Newfields, St. John's College, Miller/Knoll archives, Henry Ford Museum, St. Louis Art Museum
- We have seen increased visibility among a new audience: an international community of designers
- We work productively in a mutually beneficial partnership with Girard Studio
- We established a new mechanism for working with cultural advisors
- We are embarking on a conservation plan, to provide guidelines for the preservation of *Multiple Visions* for future visitors to enjoy
- We are creating priorities and timelines for new interpretation of *Multiple Visions*
- New photography of *Multiple Visions* displays





“Their affection for [*Multiple Visions*] is real and deep.”

From a visitor survey summary, 1990

Alexander Girard installing
a Mexican market scene
for the 1977 exhibition
Fantasy & Enchantment,
Museum of International
Folk Art. Photo: Art Taylor

