

FLORIDA ARTIST GROUP, INC.

Executive Committee

Hollis H. Holbrook, Head Professor, Department of Art, University of Florida, Gainesville

Hilton Leech, Director, Amagansett School of Art, Sarasota

Hugh F. McKean, Director, The Morse Gallery of Art, Rollins College, Winter Park

Ralph H. McKelvey, Director, Clearwater School of Art, Clearwater

Willis F. Woods, Director, Norton Gallery & School of Art, West Palm Beach

COORDINATING COMMITTEE FOR EXTENSION ART PROGRAM OF THE UNIVERSITY OF FLORIDA

General Extension Division of Florida

Bert C. Riley, Dean

Robert C. Griffin, Field Representative

W. E. Parramore, Art

Department of Art, College of Architecture and Allied Arts

William T. Arnett, Dean

Hollis H. Holbrook, Head Professor

Henry R. Gardner, Instructor in Art

CONFERENCE COMMITTEE

Coordinator Hollis H. Holbrook

Registration and Reservations P. R. McIntosh

Luncheon and Dinner Arrangements Henry R. Gardner

Exhibitions M. D. Summers

Reception Anne Van Kleeck

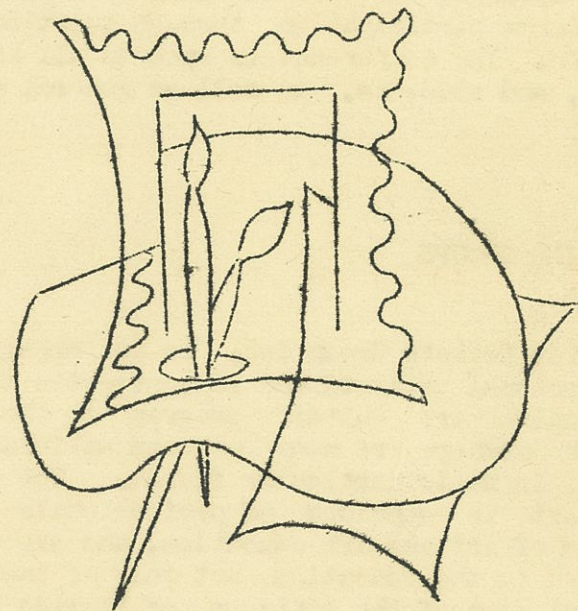
Public Relations Barbara Warren

*Rowland*

All Florida

ART CONFERENCE  
AND EXHIBITION

UNIVERSITY OF FLORIDA, GAINESVILLE APRIL 21 - 22 1950



THE FLORIDA ARTISTS GROUP INCORPORATED ... THE DEPARTMENT OF ART OF THE COLLEGE OF ARCHITECTURE AND ALLIED ARTS ... THE GENERAL EXTENSION DIVISION OF FLORIDA COOPERATING

## CONFERENCE INFORMATION

The first annual All-Florida Art Conference and Exhibition to be held on the campus of the University of Florida will take place April 21-22, 1950. The conference is being conducted by the Florida Artists Group Inc., and the Department of Art of the College of Architecture and Allied Arts with the General Extension Division of Florida cooperating.

The conference program is designed to stress the force of art as a cultural and economic asset of the South. Three national leaders in the field of art will take part in the conference. The program has been arranged to provide maximum opportunity for audience participation through questions and discussion. The conference is open to all artists, teachers, and students, as well as general public.

## COOPERATING GROUPS

The Florida Artists Group Inc. is an organization of professional artists who recognize the need for an extensive art culture program in the State. Among the members are many persons nationally recognized in their particular fields. The Department of Art is comprised of professionals within the field of art and art education, who are vitally interested in the education not only of their students but also of the citizens of Florida in visual-art activities.

The General Extension Division represents the Universities of Florida in all adult education endeavors and is assisting in the development of art as a part of the cultural program of the state.

## EXHIBITION DATA

The first of two shows to be opened during the conference is the Annual Florida Artists Group Inc. Exhibition. This show is comprised of one piece of work submitted by each member of this organization. It is a juried show and the awards for this year's show will be selected by Mr. Robert Parsons. This show will be held in the gallery and the Florida Union Lounge. It is planned that it also will go on tour throughout the state.

This year's high school exhibition is the first of an annual high school art show. It is not meant to be a competition but rather, a means of showing the manner in which young Florida artists interpret specific problems presented to them.

This exhibition from year to year will afford the educators an opportunity to see the progress made in art education throughout the state of Florida and can serve as a means of determining future trends in this field.

## SUPPLEMENTARY INFORMATION

### Hotels and Tourist Courts:

	<u>Single</u>	<u>Double</u>
Hotel Thomas	3.00 to 6.00	6.00 to 10.00
White House Hotel	2.50 to 5.50	5.00 to 7.00
Casa Loma Motor Ct.		5.00 to 6.00
Florida Motor Ct.	2.50 to 3.50	4.00 to 5.00
Hill Top Motor Ct.	2.50 to 3.50	4.00 to 5.00

Make reservations at least one week in advance. If you wish our committee to make reservations for you, please complete the appropriate space on the enclosed postcard and mail it to Mr. P. R. McIntosh, Dept. of Art, College of Architecture and Allied Arts, University of Florida.

### Luncheon and Dinner:

Dinner 6:30 P.M. Friday, April 21 \$1.85

Luncheon 12:00 noon, Saturday, April 22 \$1.35

Reservations must be made at least one week in advance. Use the appropriate spaces on the enclosed postcard to indicate the functions you will attend.

Friday, April 21, 1950

1:00 Registration: Bryan Lounge, Florida Union  
Dinner and Luncheon Reservations

2:00 Opening Session: Florida Union Auditorium  
Presiding: Hollis Holbrook, President of  
the Florida Artist Group and  
Head Professor of Art, Univer-  
sity of Florida

Welcome to the Artist Group and Visitors-  
B. C. Riley, Dean, General  
Extension Division of Florida;  
Ralph McKelvey, Director, Flor-  
ida Artists Group

ADDRESS: American Art Today - Robert  
Parsons, Vice President and  
Director, Associated American  
Artists Galleries, New York

4:00 Opening of the Fla. Artist Group Exhibition  
Reception at The Gallery of the College of  
Architecture and Allied Arts

6:30 Dinner: Florida Union Social Room (Adjoin-  
ing Bryan Lounge)

Presiding: Hilton Leech, Director, Ama-  
gansett Art School, Sarasota  
Speaker: Dr. John R. Craft, Director of  
Columbia Museum of Art, Colum-  
bia, South Carolina

Subject: Museums Alive!

8:30 Panel Discussion: Univ. Cafeteria, East Wing  
Subject: Art Working for the Community  
Presiding: P. R. McIntosh, Associate Pro-  
fessor of Art, University of  
Florida

Members: Robert Parsons, Director, As-  
sociated American Artists Gal-  
leries, New York City  
Hugh McKean, Director, Morse  
Gallery, Winter Park  
Willis Woods, Director, Norton  
Gallery, West Palm Beach, Fla.

Saturday, April 22, 1950

10:00 Panel Discussion: Florida Union Aud.  
Subject: "I Believe"

Presiding: Robert Davidson, Head Pro-  
fessor of Humanities, Uni-  
versity of Florida

Members: Lewis Freund, Artist in  
Residence, Stetson Univer-  
sity; Edmund Lewandowski,  
Professor of Art, Florida  
State University; Fletcher  
Martin, Visiting Professor  
in Art, University of Fla.  
Doris Rosenthal, Artist,  
Coral Gables, Florida

12:00 Luncheon: Florida Union Social Room  
Presiding: William T. Arnett, Dean,  
College of Architecture &  
Allied Arts

Speaker: Dr. J. Hillis Miller,  
President, University of  
Florida

Subject: The Relation of the Uni-  
versity to the Cultural  
Development of the State.

2:30 Afternoon Session: Florida Union Aud.  
Presiding: Hugh McKean, Director,  
Morse Gallery, Rollins  
College, Florida

Speaker: Dr. Ralph Wickiser, Chair-  
man, Dept. of Art, Univer-  
sity of Louisiana and au-  
thor of An Introduction to  
Art Activities

Subject: Art Education for Whom?

4:00 Opening of the Exhibition of High School  
Art: Peabody Hall

5:00 Closing Session: Room 212, Florida Union