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Signed by Vera: Scarves by an Iconic Designer
May 17–June 29, 2014
Gallery 241, McNeal Hall

Opening Party: Friday, May 16, 6-8pm

The Goldstein Museum of Design’s outstanding array of Vera Neumann scarves provides the diverse source material for the new exhibition, “Signed by Vera: Scarves by an Iconic Designer.” The heart of the exhibition is comprised of the 499 scarves given to GMD by David Anger and James Broberg in 2010.

Neumann is known for her dynamic, free form designs. Painterly qualities are often visible in the brushstrokes, the illusion of pooled paint, and the conspicuous signature representing the mark of the artist. In fact, each design began as a painting before it was carefully adapted for the screen print process. The artistic quality of these scarves inspired the exhibition design. Scarves line the walls like paintings, surrounding visitors with vibrant color and exuberant pattern.

Neumann (1907-1993) studied art at Cooper Union and fashion at the Traphagen School of Fashion, creating wallpaper, interior furnishings, and fashion illustrations before turning her attention to scarves. Toiling over a kitchen table in her tiny Manhattan studio apartment, Vera Neumann transformed surplus WWII military parachutes into colorful and bold accessories and herself into “Vera,” the creator of scarves beloved by women the world over.

From such humble beginnings, Neumann’s company, Printex, Inc., evolved into a major American business. In just under twenty years, from 1947 to 1966, annual sales grew to 12 million dollars. Neumann submitted copyrights for over 8,000 designs; however, because her designs were frequently produced in multiple colorways, there are nearly 23,000 unique Vera scarf designs in circulation.

The graphic identity for this exhibition was developed in a “Text & Image” design course (GDES 3351) offered in Fall 2013 through the College of Design at the University of Minnesota. GMD staff selected Aimee Bouchard’s design out of a pool of 75 student submissions.
General Information
The Goldstein Museum of Design (GMD), part of the University of Minnesota’s College of Design, supports design teaching, research, and discovery through exhibitions, publications, programs, and partnerships.

Location
Gallery 241 is on the second floor of McNeal Hall, 1985 Buford Avenue, St. Paul, MN 55108

McNeal Gallery Hours
Tuesday–Friday 10:00am–5:00pm
Saturday–Sunday 1:30pm–4:30pm
FREE admission. Closed Mondays.

Parking
Parking is in Gortner Ramp at 1395 Gortner Avenue and the lot at the end of Buford Circle. Bicycle racks are available by the west entrance to McNeal Hall.

Accessibility
Metered handicapped parking is available in front of the Lower Buford Circle entrance. Handicapped parking is also available on Upper Buford Circle at the north end of the building.

An automatic door is located just around the corner from the metered handicapped parking at the back of the building. Visitor drop-off/pick-up is available at the accessible Buford Avenue entrance and the first entrance on the Lower Buford Circle.

Public Transit
For bus information, call (612) 373-3333 or visit http://www1.umn.edu/pts/bus/connectors.html or http://www.metrotransit.org/

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