Hollywood and Time: Celebrity Covers

Lights, Camera, Action! The glamour and allure of Hollywood has been a part of American culture from the onset of the silent film. And *Time* was there. The magazine and Hollywood have a concurrent history, as illustrated in the inaugural issue of March 1923, in which *Time* reviewed a new silent, black-and-white adventure picture, *Down to the Sea in Ships*, depicting a sea monster crushing a boat and crew “directly in front of the camera.” Fifty-two years later, *Jaws*—appearing in full color on the magazine’s cover—showed new technology and innovation and played to America’s continued appetite for thrillers. From its beginning, *Time* responded to the public’s embrace of movie stars on and off the screen, as well as the fascination with the glitter of Tinseltown.

*Hollywood and Time* features thirty-two original artworks created for the cover of *Time*—including paintings, sculpture, and works on paper—depicting Hollywood moguls and celebrities whose vision and talents carried us to different eras and exotic places. The cast includes such studio greats as Cecil B. de Mille and Howard Hughes; directors Steven Spielberg and Woody Allen; and acting luminaries from Rudy Vallee and Elizabeth...
Taylor to Paul Newman, Meryl Streep, and the Fondas, as well as many more whose names have graced theater marquees across America. The largely recognizable celebrity images in Hollywood and Time become an accessible entry point for visitors to delve deeper into the lives and careers of the Hollywood elite, technical innovations in the industry, and important issues that give context to understanding the times portrayed. Recognizing the unforgettable careers of the men and women who shaped and continue to shape the entertainment industry, these celebrity portraits will inspire future generations of performers, moviemakers and fans.

About the Time Collection

Since its inception in 1923, Time magazine has reported on newsworthy people. Early on, the magazine began a long tradition of commissioning a portrait exclusively for the cover of each weekly issue. In 1978 Time gave the National Portrait Gallery nearly 800 works of original cover art. Our Time collection has since grown to more than 2,000 works. Heroes and rogues, queens and presidents, popes and pop stars, singers and athletes—all have been ensconced in Time’s trademark red border.

EXHIBITION SPECIFICATIONS

Content:
- 32 original paintings, sculpture, and works on paper
- Digital files for all exhibition texts, jpegs of Time magazine covers, title graphic design, organizer credits, and logo
- Sample ideas of Portrait Gallery educational programming

Support Services:
- Installation and display guidelines
- Portrait Gallery courier to oversee unpacking/packing and installation/deinstallation
- Press kit, including sample press release, press images, and captions with credits

Space Required:
Approximately 175 linear feet plus 2 sculpture

Security and Special Requirements:
- High security
- 5 to 7 footcandles required
- 70°F ±2; RH 50% ±5%

Availability:
Limited to 3 venues, beginning February 2017

Participation Fee:
$26,500 for an 8-week booking period plus one-way shipping within the contiguous US

Shipping:
One-way shipping via Portrait Gallery-approved professional fine art shipper with dual driver, air-ride transit

Contact:

If you would like to be considered as a host museum, please contact the Department of Exhibitions at the National Portrait Gallery expressing your interest and include an AAM Standard Facility Report. Please address inquiries to either:  

Marlene Rothacker Harrison  
Traveling Exhibitions Specialist  
harrisonmr@si.edu  |  (202) 633-8287

Claire Kelly  
Head of Exhibitions  
kellyc@si.edu  |  (202) 633-8283

Mailing address:  
National Portrait Gallery  
P.O. Box 37012, MRC 973  
Washington, DC 20013-7012

Front (left to right): Elizabeth Taylor by Boris Chaliapin, gouache on board, 1949; Paul Newman by Neil Leifer, color coupler print, 1982. Above: Flying Fondas by Andy Warhol, photos and paper on board, 1970 Time magazine cover, courtesy Time Inc. All rights reserved.