FOR IMMEDIATE RELEASE

December 6, 2004

Exhibition

*Hip Art That’s Square*

**January 30, 2005 to April 3, 2005**

**Opening Reception:** January 29, 2005, 7:00-9:00 p.m.

**Curators’ Informal Remarks:** 7:30 p.m.

**Speakers:** Richard Shelton, exhibition curator and LP collector, and Steven McCarthy, Curator of Design, The Goldstein Museum of Design.

*Hip Art That’s Square* will feature more than 300 LP record covers from the exhaustive archive of Minneapolis collector, Richard Shelton. Numbering more than 18,000 covers, Shelton’s collection includes such must-haves as Jack Kerouac’s “Poetry for the Beat Generation.” The show, curated by Shelton and Goldstein graphic arts curator, Steven McCarthy, will feature such enviable and little seen covers as The Beatles’ short-lived Butcher cover for the *Yesterday and Today* album, Andy Warhol’s Banana cover for The Velvet Underground and Nico, and the John Lennon and Yoko Ono album covers *Two Virgins* and *The Wedding*.

*Hip Art That’s Square* will not be organized according to music genre. Rather, the exhibition will be curated from a design perspective exploring such design issues, themes, practices and techniques as typography, designer, illustration vs. photography, dye cutting, gate fold, box set, package design and censorship. According to Shelton, “I think we are really just beginning to think of the LP cover as an art form, and bringing it into the gallery. There are many books on the subject, but very few exhibitions.”

Shelton believes that the Compact Disc format may have saved the L.P. cover. The lack of size and surface area for design on the CD provide an altogether different experience and relationship

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**News Alert**

For additional information contact:

Jean McElvain, Public Relations  
612.625.2737  
jmcelvai@che.umn.edu

Angela Benson  
612.624.7434  
abenson@che.umn.edu

Digital Images Available
to the object. He also cites Disc Jockey culture for sustaining interest in the L.P. “Records are
the DJ’s software.”

*Hip Art That’s Square* will provide unique visual snapshots of different moments in recent
history. Through their images and design, the teen explosion of the 1940’s and 1950’s, the
sexual revolution of the 1960’s and 1970’s, and the rebellious Punk Rock movement will be
vividly recalled. “One great attribute of music is how it effects our memory. We all have songs
that evoke different moments in time,” states Shelton. “What better way of looking at our
history than through the lens of music and the art that surrounds it.”

In addition to being an avid collector of album covers, Shelton is a professor at the Minneapolis
College of Art and Design. McCarthy is an associate professor of graphic design in the
department of Design, Housing and Apparel at the University of Minnesota.

**General Information**

The Goldstein Museum of Design at the University of Minnesota is a museum that supports
teaching and research while fulfilling a vital public outreach function through interpretive
exhibitions, publications, off-site programs, and community partnerships. The Goldstein
celebrates the diverse cultures of the people of Minnesota through its collections and programs
by promoting the appreciation and interpretation of design within its social, cultural, aesthetic,
and historic contexts.

**The Goldstein Museum of Design is located at 241 McNeal Hall, 1985 Buford Avenue,
St. Paul, MN 55108.**

**Gallery Hours:**

- Monday-Wednesday, & Friday: 10:00 a.m. - 4:00 p.m.
- Thursday: 10:00 a.m. - 8:00 p.m.
- Saturday-Sunday: 1:30 p.m. - 4:30 p.m.

*Admission is free!*

This exhibition and programming is funded by the Minnesota State Arts Board in cooperation
with the Minnesota State Legislature, the College of Human Ecology, the Department of Design,
Housing, and Apparel, and the Friends of The Goldstein.

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