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Ferdinand Roten Galleries Present an Exhibition of Original Prints by Classic and Contemporary Artists at Salve Regina College, January 1969

Salve Regina College

Ferdinand Roten Galleries, Inc.

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FOR IMMEDIATE RELEASE

**Contact: Elizabeth Elias
(301) 837-1919**

**FERDINAND ROTEN GALLERIES PRESENT AN EXHIBITION OF ORIGINAL
PRINTS BY CLASSIC AND CONTEMPORARY ARTISTS
AT SALVE REGINA COLLEGE**

An exhibition of original prints by classic and contemporary artists will be presented by Ferdinand Roten Galleries of Baltimore, Maryland, at Salve Regina College - O'Hare Academic Center. Exhibition hours will be from 10am - 7pm on January 10, 1969.

Prices range from \$5 to \$1000 with the majority priced under \$100. The exhibition includes over 100 original etchings, lithographs and woodcuts by such artists as Picasso, Chagall, Miro, Goya, Renoir, Baskin, Kollwitz and many others. Also on display will be a collection of outstanding Western and Oriental manuscript pages from works of the 13th - 20th centuries.

A representative of the Roten Galleries, Mr. Wynn Ruff, will be present at the exhibition to answer any questions the public may have regarding graphic art and printmaking.

Established in 1932, Roten Galleries has one of the largest collections of graphic art in the country. The firm operates its main gallery at 123 West Mulberry Street in Baltimore with other Roten Galleries in Cambridge, Massachusetts, and at Brentano's in Washington, D.C. Ferdinand Roten Galleries specializes in arranging exhibitions and sales of original graphic at colleges, universities and museums throughout the country.

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FACT SHEET

EXTENDING ART EDUCATION:

For over thirty-six years, Ferdinand Roten Galleries, Inc. of Baltimore, Maryland has pioneered in bringing original art to colleges and community museums throughout the nation.

The Gallery seeks to extend art education by providing students with the opportunity to get acquainted with a variety of fine graphics. Last year, Roten representatives visited over 1,000 schools holding "One Day Exhibition and Sale" events. In addition, the Gallery sent more than 400 special exhibitions to art centers, museums, and colleges all over the country. The Roten graphics collection is now one of the country's largest.

ORIGINAL ART - FROM
\$5 UP:

By selling originals at prices even students can afford, Ferdinand Roten Galleries has been able to introduce young people to the joys of collecting. Original prints start at \$5.00. Most are priced under \$100.00, although it is possible to spend thousands for an unusually rare and important print.

RENAISSANCE TO
AVANT-GARDE:

The Roten Galleries collection of original graphics includes a broad range of artistic styles and personalities. Included are manuscripts, incunabula, as well as works by Durer, Rembrandt, Piranesi, Goya, Daumier, Renoir, Picasso, Chagall, Baskin, Peterdi, and Rauschenberg.

HISTORY:

The Galleries were founded in 1932 by Ferdinand Roten. Mr. Roten arrived in the U. S. in the early 20's and was so successful at selling the print collections consigned to him by needy immigrant friends that he began to import and sell the works of key expressionists -- Kirchner, Nolde, and Kaethe Kollwitz.

By the early 30's, Ferdinand Roten's clientele had grown to include major museums and serious collectors. In 1932 he opened a print and framing shop in Baltimore.

Among the now famous artists whom Roten helped to introduce to the American public is Kaethe Kollwitz. In 1933, the Galleries arranged the first American museum exhibition of her works at the Worcester, Massachusetts Museum.

Gradually public interest in graphics grew, and new contacts abroad made it possible for the gallery to expand its collection. With the post-war art and education booms, traveling exhibition schedules were arranged with colleges, art centers and museums throughout the country. Besides the main gallery in Baltimore, there are Ferdinand Roten Galleries in Cambridge, Massachusetts and at Brentano's Washington, D. C. Fall 1968 openings are planned for galleries at Brentano's in Manhasset, Long Island and White Plains, New York.

ENCOURAGEMENT OF TALENT:

Recognition of a growing market for and interest in American artists has involved Ferdinand Roten Galleries in a continuous search for outstanding graphics by Americans resulting in the publishing of hundreds of specially commissioned prints each year.