THE ART OF LEARNING AND THE LEARNING OF ART

THROUGH THE MARRIAGE OF HISTORY & INNOVATION

A D.C. Museum and College of the Arts

JENNIFER L STROHKORB

Thesis submitted to the faculty of the Virginia Polytechnic Institute and State University in partial fulfillment of the requirements for the degree of

MASTER OF ARCHITECTURE

June 24, 2013

College of Architecture and Urban Studies Washington-Alexandria Architecture Center Alexandria, Virginia

Susan Piedmont-Palladino Chair
Paul Emmons
Marco Frascari
Jaan Holt

Keywords: museum, experiential learning, fine art, college, DC Colorists

© 2013, Jennifer L Strohkorb

DRAFT Fair Use Checklist adapted from the Copyright Management Center at IUPUI http://www.copyright.iupui.edu/checklist.htm (accessed Oct 28, 2008). See also the University of Minnesota's "Fair Use Analysis Tool" at http://www.lib.umn.edu/copyright/checklist.phtml

As a test of fair use in ETDs at Virginia Tech: James Turrell works of art test of

| Fair Use Factor | In Favor of Fair Use | | In Favor of Copyright Holder (not fair use) | |
|---|----------------------|--|--|--|
| | | | | |
| Purpose and Character of Use | | | | |
| commercial or educational use | Х | Research | | Commercial activity |
| for profit or not | Х | Scholarship | | Profit (monetarily) from use |
| degree of transformation, value | ., | | | |
| added | X | Nonprofit university | | Entertainment |
| for criticism, commentary, news reporting, teaching, scholarship, | | | | |
| research | | Criticism | | Bad-faith behavior |
| | | | | Denying credit to original |
| | X | Comment | | author |
| | | T | | |
| | | Transformative: changes the original work for new purpose | | |
| | _ | Parody | | |
| | | r arouy | | |
| Nature of the Copyrighted | | | | |
| Work | | | | |
| character of the work | Х | Published work | | Unpublished work |
| for example, fact or fiction | | | 37 | Highly creative work (art, |
| | | Factual or non-fiction based | Х | music, novels, films, plays) |
| | X | Important to favored | | Fintin |
| worthy of (extensive) protection? | | educational objectives | | Fiction |
| | | | | |
| Amount and Substantiality | | | | |
| _ | | | Х | Large poprtion or whole work |
| use only what's necessary | | Small quantity of the work | | used |
| quantity and quality in relation to the whole work | | Portion used is not central or | Х | Portion used is central to |
| | | significant to entire work Amount is appropriate for | | work or "heart of the work" |
| | Х | favored educational purpose | | |
| | | raversa sausational purposs | | |
| | | | | |
| Effect | | | | |
| harms to materatial magnitude or value | | | | |
| harm to potential market or value of a work after a portion has been | ١ | User has lawfully acquired | | Could replace sale of |
| used separately from the whole | Х | copy of the original work | | copyrighted work |
| | | oopy or the original work | | Significantly impairs market of |
| | Х | | | potential market for copyrigh |
| | | One or fewer copies made | | work or derivative |
| | | No significant effect o the | | Reasonably available |
| | Х | market or potential market of | | licensing mechanism for use |
| | | copyrighted work No similar product marketed | | of the copyrighted work Affordable permission |
| | X | by the copyright holder | | available for using work |
| | X | Lack of licensing mechanism | | Numerous copies made |
| | | , and the second | | You made it accessible on |
| | | | | Web or in other public forum |
| | | | | Repeated or long term use |

Guidelines For Reproduction of Morris Louis Images For Use in Publications

- 1. <u>Dimensions</u>. The Morris Louis Image should be reproduced in full and should not be cropped or distorted. Every effort should be made to ensure that the relative width/height dimensions are maintained. The Morris Louis Image may be enlarged or reduced as indicated in the letter. If the dimensions have not been agreed upon, written approval of the enlargement or reduction should be obtained.
- 2. <u>Detail Illustrations</u>. No detail illustrations of the Morris Louis Image are permitted without prior written approval.
- 3. <u>Color</u>. The color of the Morris Louis Image shall match the transparency. We request that you provide information on the print process and paper quality of the Publication prior to printing. For a guideline on the appropriate color reproduction of the Morris Louis Image, we recommend referencing *Morris Louis, The Complete Paintings: A Catalogue Raisonné* by Diane Upright (Abrams, 1985). No black and white reproductions, unless prior written approval is obtained.
- 4. <u>Credit Line</u>. The credit line should read as specified in the letter.
- 5. <u>Reversal or Inversion</u>. The Morris Louis Image shall not be reversed or inverted. Please consult the catalogue raisonné as a reference for the proper orientation.
- 6. <u>Cover</u>. If a Morris Louis Image will be used for the cover of a Publication, we must provide prior written approval of the final proof of the cover.
- 7. <u>Digital Imaging</u>. Digital imaging shall not exceed 72 dpi and shall be displayed in a non-downloadable format. If you are intending to display the image in a downloadable format, you shall notify us in writing prior to digitizing and uploading the image, and the digital image shall contain a watermark or other security feature standard in the industry to prevent unauthorized reproduction, distribution or use of the image.

Please direct inquiries and requests for written approval to:

Ann M. Garfinkle, Esq. Whiteford, Taylor & Preston 1025 Connecticut Avenue, NW Suite 400 Washington, DC 20036 202/331-0573 (fax) agarfinkle@wtplaw.com

135753

WHITEFORD, TAYLOR & PRESTON L.L.P.

1025 CONNECTICUT AVENUE, NW, SUITE 400 WASHINGTON, D.C. 20036-5405

MAIN TELEPHONE (202) 659-6800

FACSIMILE (202) 331-0573

BALTIMORE, MD COLUMBIA, MD FALLS CHURCH, VA TOWSON, MD WASHINGTON, DC WILMINGTON, DE*

<u>WWW,WTPLAW.COM</u> (800) 987-8705

ANN M. GARFINKLE
DIRECT LINE (202) 659-6819
DIRECT FAX (202) 327-6159
agarfinkle@wtplaw.com

September 3, 2013

VIA ELECTRONIC TRANSMISSION

Jan Strohkorb

Re: Morris Louis' "Beta Kappa", DU#422 and "Nun" DU#242

Dear Jan:

The Morris Louis Art Trust hereby grants you permission, as its rights may appear, to reproduce the above referenced images for your thesis dissertation at Virginia Tech.

The attached "Guidelines for Reproduction of Morris Louis Images For Use in Publications" are incorporated by reference and must be followed.

The credit line should read "copyright © 1961 Morris Louis" for *Beta Kappa* and "copyright© 1959 Morris Louis" for *Nun*.

Due to the non-profit aspect of this project there is no reproduction fee, however we would be pleased to receive one (1) copy of the paper for the Morris Louis archives.

Please do not hesitate to contact me if you have any questions.

Sincerely,

Ann M. Garfinkle

am n Jarfenker

Enclosure AMG:ro

cc: Jennifer Musawwir



Jennifer Strohkorb <jen.strohkorb@gmail.com>

Permission for Use

Kathryn Pawlik <kpawlik@vagarights.com>
To: Jen Strohkorb <jen.strohkorb@gmail.com>

Tue, Sep 17, 2013 at 9:05 AM

Hi Jen,

The Estate of Kenneth Noland provided me with the following information about the works you mentioned.

Fig 4.8 Noland, Kenneth. Mysteries: West Light, 1999. the date is 2001, acrylic on canvas, 48 x 48 inches and it is owned by the Greenville Museum in Greenville North Carolina

Fig 4.9 Noland, Kenneth. Mysteries: View of Yellow, 1999. Acrylic on canvas, 60 x 60 inches, private collection

Fig 4.10 Noland, Kenneth. Mysteries: Night Blues, 1999. Acrylic on canvas, 60 x 60 inches, private collection

Fig 4.11 Noland, Kenneth. Mysteries: Red Light, 1999. Acrylic on canvas, 60 x 60 inches, private collection

Fig 4.12 Noland, Kenneth. No Bid, 1965. Acrylic on canvas, 46 x 46 inches (this might be in the David Mirvish Collection but I am not sure)

Fig 4.13 Noland, Kenneth. Shoot, 1964. Smithsonian American Art Museum, Washington D.C. Acrylic on canvas, 103.5 x 126.75

VAGA grants permission gratis to reproduce the above listed works in your master's thesis.

This permission extends only to the uses as outlined in your email. These rights are limited to the specific media and number of copies detailed above. This means that if additional copies or new editions are to be printed/published in the media above, or new versions created in any other media whatsoever, including, but not limited to, electronic and multimedia, then VAGA's prior written authorization MUST be obtained. All reproductions must be full-toned black and white or full color and may not be reproduced on colored paper stock. There shall be no alteration of the image, including, but not limited to, cropping, overprinting and bleeding off the page.

Permission is given on condition that the following copyright credit line appears below or adjacent to the image along with the name of artist, title, year, size, media and owner (if applicable). The copyright credit line listed below must appear with the image and may not be placed solely on a separate credit page.

Art © Estate of Kenneth Noland/Licensed by VAGA, New York, NY

You may consider this email official permission.

With kind regards,

1 of 2 10/10/2013 3:22 PM

Kathryn Pawlik

****** PLEASE NOTE OUR NEW ADDRESS *******

VAGA

111 Broadway, Suite 1006 New York, NY 10006

T.212.736.6666

F.212.736.6767

kpawlik@vagarights.com

http://vagarights.com/

CONFIDENTIALITY STATEMENT: The information contained in this email message, including attachments, is the confidential information of, and/or is the property of VAGA. The information is intended for use solely by the individual or entity named in the message. If you are not an intended recipient and you received this in error, then any review, printing, copying, or distribution of any such information is prohibited, and please notify the sender immediately by reply e-mail and then delete this e-mail from your system.

From: Jen Strohkorb [mailto:jen.strohkorb@gmail.com]

Sent: Tuesday, September 10, 2013 1:13 PM

To: Kathryn Pawlik

Subject: Re: Permission for Use

[Quoted text hidden]

2 of 2