



di Rosa

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For immediate release

The Incorrect Museum: Vignettes from the di Rosa Collection

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Napa, CA (June 30, 2020) di Rosa Center for Contemporary Art announces ***The Incorrect Museum: Vignettes from the di Rosa Collection***—a new exhibition exploring the history of art in Northern California. Drawing on the institution’s extensive collection, the exhibition will present a series of vignettes exploring regional movements ranging from Funk and Nut art to Northern California conceptualism.

Exhibition Curator and di Rosa’s Acting Director of Curatorial Affairs, Kate Eilertsen, states, “di Rosa’s remarkable collection is filled with untold stories and influential artists that have so much to teach us about this period in art history and its influence on artists today.” The exhibition will invite visitors to step into stories that illustrate the Bay Area’s distinctive artistic legacy. Vignettes will include an invitation to have a beer with **Tom Marioni** in his Museum of Conceptual Art, take a peek into **Peter Voulkos’** pot palace or join **William Wiley** in his Dude Ranch Dada studio. Visitors will explore the collaborative networks connecting these artists to figures like **Robert Arneson**, **Roy De Forest**, **Viola Frey**, **Lynn Hershman Leeson** and **Paul Kos**, providing a fresh look at the uniquely funky attitude permeating Northern California art.

Art and artists of Northern California have been largely omitted from the story of modern American art. However, as the exhibition will show, the region has been a



Roy De Forest, *The Inner Life*, 1973

di Rosa Center for Contemporary Art, Photo: Johnna Arnold

hotbed of artistic activity since the postwar period, representing a significant counterpoint to the art worlds of both New York and Los Angeles. What was unique about art in Northern California? How did it reflect the region's distinctive social and political environment? How does it continue to inspire artists today? The exhibition will explore these questions, drawing on one of the world's foremost collections of Bay Area art—the so-called “incorrect museum” amassed by Rene di Rosa over five decades as a collector of works he celebrated as “divinely regional, superbly parochial (and) wondrously provincial.”

Paired with *The Incorrect Museum: Vignettes from the di Rosa Collection* will be an active roster of public programs both on and off campus. These will include di Rosa's signature programs for family and community, tours for school-age children and the general public, and an ongoing series of artist's conversations to explore ideas presented within the exhibition.

ABOUT DI ROSA CENTER FOR CONTEMPORARY ART

di Rosa Center for Contemporary Art presents contemporary exhibitions and educational programs for all ages and maintains a permanent collection of notable works by artists living or working in the San Francisco Bay Area from the mid-twentieth century to the present day. A wide range of styles, media and subject matter provides an overview of the creative energy and freedom to experiment that characterize this region of California. di Rosa features multiple galleries, a sculpture park and a 35 acre lake, all located on 217 scenic acres in Napa Valley's famed Carneros region that are protected in perpetuity under the Napa County Land Trust.

di Rosa Center for Contemporary Art is located at 5200 Sonoma Highway, Napa. The campus is temporarily closed through the end of the year however, the organization is working closely with community partners to offer creative and educational resources, in addition to producing online at home content. Upon reopening to the public, regular hours of operation will be Wednesday through Sunday from 10 AM to 4 PM. For more information visit www.dirosaart.org.

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