

The Wind Up Series of After-Hours Events Celebrates *Revolution of the Eye: Modern Art and the Birth of American Television* on June 25

With a Celebration of Retro-Americanana and Performance by Up-and-Coming Band Mainland

New York, NY – The Jewish Museum presents the next event in its popular series of after-hours events, **The Wind Up**, on Thursday, June 25, from 8pm to 11pm. Featuring art, live music, activities, and an open bar, **The Wind Up** is inspired by *Revolution of the Eye: Modern Art and the Birth of American Television*, the first exhibition to explore how avant-garde art influenced and shaped the look and content of network television in its formative years. The event will celebrate American culture and television from the 1950s and 60s with art activities and refreshments including Pop and Op Art screen-printing, a retro TV photo booth, and throwback snacks. The evening features a performance by Brooklyn-based band Mainland, whose music combines classic pop and rock stylings with nostalgic references and contemporary grit.

The event will also include a set by DJ Louie XIV, featuring a selection of throwback dance tracks from the 50s thru the 90s, and an open beer and wine bar.

Tickets for the June 25 Wind Up are \$13 in advance; \$18 day of event. For further information, the public may call 212.423.3337. Tickets for this program can be purchased online at thejewishmuseum.org/thewindup. The Jewish Museum is located at Fifth Avenue and 92nd Street, Manhattan.

Mainland consists of singer/guitarist Jordan Topf, guitarist Corey Mullee, drummer Dylan Longstreet, and bassist Alex Pitta. Since meeting at a roof party in 2010, they have crafted a blend of guitar pop and surfer melodies with a hazy, laid-back vibe with influences ranging from The Rolling Stones to The Smith Westerns to The Strokes. Mainland's EPs include *Girls Unknown* (2013), *Shiner* (2014), and *Anyway* (2014). *Blackbook* called Mainland "...great on stage, with tons of humor and energy in each show."

Louie XIV spins regularly at many of New York City's premiere venues and clubs, and was chosen as one of *Time Out New York's* most stylish New Yorkers. DJing has taken him around the world, with recent appearances in Miami, FL, Los Angeles, CA, Auckland, New Zealand as well as in Park City, Utah for the Sundance Film Festival. He is also a contributing culture writer for *The Huffington Post* and a columnist for Jonathan "Shecky" Shecter's *Medium.com* collection, Cuepoint. His series, "Trapped in the Booth," presents a semi-fictionalized version of his life as DJ published in monthly installments on Cuepoint, and is currently being developed into a television series.

From the late 1940s to the mid-1970s, the pioneers of American television – many of them young, Jewish, and aesthetically adventurous – adopted modernism as a source of inspiration. *Revolution of the Eye: Modern Art and the Birth of American Television* looks at how the dynamic new medium, in its risk-

taking and aesthetic experimentation, paralleled and embraced cutting-edge art and design. Highlighting the visual revolution ushered in by American television and modernist art and design of the 1950s and 1960s, the exhibition features over 260 art objects, artifacts, and clips. Fine art and graphic design, including works by Saul Bass, Marcel Duchamp, Roy Lichtenstein, Man Ray, Georgia O'Keefe, and Andy Warhol, as well as ephemera, television memorabilia, and clips from film and television, including *Batman*, *The Ed Sullivan Show*, *The Ernie Kovacs Show*, *Rowan and Martin's Laugh-In*, and *The Twilight Zone* are on view. *Revolution of the Eye* also examines television's promotion of avant-garde ideals and aesthetics; its facility as a promotional platform for modern artists, designers, and critics; its role as a committed patron of the work of modern artists and designers. *Revolution of the Eye* is on view through September 27, 2015.

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About The Jewish Museum

Located on Museum Mile at Fifth Avenue and 92nd Street, the Jewish Museum is one of the world's preeminent institutions devoted to exploring art and Jewish culture from ancient to contemporary, offering intellectually engaging, educational, and provocative exhibitions and programs for people of all ages and backgrounds. The Museum was established in 1904, when Judge Mayer Sulzberger donated 26 ceremonial objects to The Jewish Theological Seminary as the core of a museum collection. Today, the Museum maintains a collection of over 30,000 works of art, artifacts, and broadcast media reflecting global Jewish identity, and presents a diverse schedule of internationally acclaimed temporary exhibitions. For general information, call 212.423.3200 or visit the Museum's website at TheJewishMuseum.org.

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