

**Chazen Museum of Art** University of Wisconsin–Madison  
800 University Avenue Madison, Wisconsin 53706-1479  
608.263.2246 telephone 608.263.8188 facsimile



FOR IMMEDIATE RELEASE

**Created to Sway**  
**Exhibition of Persuasive Prints at the Chazen Museum of Art**

Madison, Wisconsin, April 15, 2011—Printmakers not only create beautiful art, they often want to deliver a specific message, whether high-minded, humorous, or appalled. Drawn from the Chazen's collection, *The Loaded Image: Printmaking as Persuasion* showcases prints from the sixteenth century to the present as an exploration of the messages and persuasive tactics of this popular art form. The exhibition is on view June 18–September 25, 2011 in the Oscar F. and Louise Greiner Mayer Gallery.

Deployed by partisans on both sides of contentious issues, prints echo the times that produced them. Paul Revere's *The Bloody Massacre Perpetrated in King Street* reinforced colonists' anger at the British government three years before his famous midnight ride. During the Great Depression, prints celebrated American labor and technical accomplishments to boost morale, and also recorded the desperation and poverty that undercut narratives of progress and dominance. By the 1960s, artists sought to communicate the threat of nuclear war, the danger of withdrawal, and the national conscience during the cold war and the Vietnam War. Using prints to express opinions about war is a widespread practice by generations of artists around the world. Goya's series depicting the horrors of war, and Callot's earlier series on the same topic, are reprised again after the first and second world wars. *The Loaded Image: Printmaking as Persuasion* explores how prints—because they are both visually powerful and produced in quantity—can effectively reach and sway an audience.

**Related Events**

**Thursday, June 23, 2011, Gallery Talk**

5:30 p.m. Andrew Stevens, Chazen curator of prints, drawings, and photographs, will discuss the history of persuasion and printmaking in Wisconsin and the United States.

Generous support for this exhibition is provided by the Chazen Museum of Art Council and the Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts.

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Digital images for media use can be found at [http://www.chazen.wisc.edu/pr\\_pictures.asp](http://www.chazen.wisc.edu/pr_pictures.asp)  
Contact: Susan Day, Editor, (608) 263-2068, [sday@chazen.wisc.edu](mailto:sday@chazen.wisc.edu)

The Chazen Museum of Art is open Tuesday–Friday 9 a.m. to 5 p.m.; Saturday and Sunday 11 a.m. to 5 p.m. Admission to galleries and educational events is free. Museum Shop hours are 11 to 4 Tuesday–Sunday. The museum is located on the campus of the University of Wisconsin–Madison. **PLEASE NOTE: THE SOUTH (UNIVERSITY AVENUE) ENTRANCE IS CLOSED UNTIL JUNE 2011.** Visitors can reach the north entrance from Park Street and the Humanities courtyard, or from Library Mall and the East Campus Mall. The north entrance is accessible to wheelchairs; an elevator is down the corridor to the right. Parking is available at the City of Madison State Street Campus Ramp (entrances on Frances and Lake streets) and under University Square. Metered parking is available in the UW lot 46 lower level. Evening and weekend parking is also available in UW lot 83 under Fluno Center, entrance on Frances Street, and in UW lot 7 under Grainger Hall, entrance on Brooks Street. The Chazen will provide sign language interpreters for associated programs by three-week advance request to Anne Lambert, Curator of Education, weekdays, (608) 263-4421 (voice). Information is also available by visiting our Web site at [www.chazen.wisc.edu](http://www.chazen.wisc.edu).