

Art and Antiques ready for March debut

Revived magazine promises quality in writing and photos

ART NEWS

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The literary and decorative-art worlds are coming together in a refurbished Art and Antiques magazine. At least that's what editor in chief Alexandra Anderson is promising for the March premiere. The magazine, she says, will continue to be rich in photographs of fine and decorative art, but the quality of the writing will also be worthy of framing.

"I can't understand why art magazines can't be as well written as the New Republic or the New Yorker," says the ex-senior editor of defunct Portfolio. To that end, she has recruited poet John Hollander, novelist Louis Auchincloss, Simon and Schuster editor Robert Asahina, Kenneth Ames, art historian Martin Gendel and art critics Robert Rosenblum, Peter Schjeldahl and Mark Stevens to write for the first issue.

The magazine's format has also been revamped with an eye toward attracting a more upscale audience. Every oversized page (9-by-12 inches) will have color capability. The March issue is projected to run between 112 and 128 pages, with at least 30 pages of advertising. Coverage of contemporary art will be "very selective," with the primary emphasis on decorative arts.

Art and Antiques, which is published in New York, was started six years ago by Billboard publications as an attempt to capitalize on the collecting boom, especially of mid-priced decorative arts such as quilts, furniture and decoys. It fell victim to the recession and was bought last September by Texas publisher Wick Allison, who has a reputation for turning around floundering magazines.

Allison, who started D magazine in Dallas, has raised \$4 million to revive Art and Antiques, which had a circulation of 30,000 before publication was suspended for four months (two issues). Projected sales for the first issue is 55,000, with a newsstand price of \$6. Subscriptions are \$36 for 10 issues a year.

More magazine news: That controversial photograph of a nude, 10-year-old Brooke Shields is slated for the March cover of New York's underground art magazine Z-G. Post-modern artist Richard Prince rephotographed the image from a brochure advertising the talents of photographer Garry Gross. Prince's art consists of photographs of advertising and fashion images.

Gross is expected to take legal action to stop publication of the photograph. But Z-G editor Rosetta Brooks says she's talked to her lawyers and plans to run the picture, which is titled "By Richard Prince, a Photograph of Brooke Shields, By Garry Gross."



Actress Keaton turns fund-raiser for photography.

Who says you can't go home again? Diane Keaton, the Academy Award-winning actress, grew up in Orange County and attended Orange Coast College. Her parents, Jack and Dorothy Hall, are supporters of the Newport Harbor Art Museum. She'll return next Tuesday for a special reception to raise funds for the museum's photography collection. Marvin Heiferman, a photography dealer and publisher, and formerly director of Castelli Photographs in New York, will also be honored. Keaton and Heiferman organized the museum's current exhibition of movie publicity photos, "Still Life: Hollywood Tableau Photography." For more information, call (714) 759-1122.

MoCA's Temporary Contemporary is closed today until 2 p.m. to make room for a press conference at which the schedule for the Olympic Arts Festival will be announced. To make amends, the museum will not charge visitors from 2 to 8 p.m.

Stuart Sherman, New York conceptual-theater

artist, performs his "Tenth Spectacle (Portraits of Places)" tonight at 8 p.m. at the La Jolla Museum of Contemporary Art. Sherman won a Village Voice Obie award for his "spectacles" in 1978.

"Tenth Spectacle" consists of 15 short pieces, dramatic renderings of cities and places. He performs in a deadpan, Chaplinesque manner, using everyday objects to evoke the essence of Paris, New York, Cairo and other cities including Los Angeles. A half-hour showing of his short black-and-white films will precede the performance. Admission is \$5, students and seniors \$4. Further information is available at (619) 454-3541.

Also at LJMCA: The renowned minimalist sculptor Richard Serra will give an informal talk on Jan. 17 at 8 p.m. Admission is \$3, students and seniors \$2.

The artist's council of the Laguna Beach Museum of Art invites all California artists to submit up to three slides for its annual competition, "All California '84," to be juried by Henry Hopkins, director of the San Francisco Museum of Modern Art. Slides must be received by Feb. 1; there is a \$5 per slide jury fee. A total of \$1,500 in awards will be given, and accepted work will be exhibited at the museum from April 19 through June 2. Interested artists should enclose a 20-cent stamp in a letter to Joan Corman, Artists' Council, Laguna Beach 92651.