“Guerrilla Girls: Art in Action” Exhibition and Guerrilla Girls Special Appearance on 2/5
Presented by the Pomona College Museum of Art

“Guerrilla Girls: Art in Action” will be on view Jan. 20 through May 17, 2015, at the Pomona College Museum of Art (330 N. College Avenue, Claremont). The exhibition chronicles the trajectory of the confrontational feminist art collective and concentrates on a (re)definition of feminism and the artists’ critique of an exclusionary art system.

The Guerrilla Girls call themselves feminist masked avengers in the tradition of Robin Hood, Wonder Woman and Batman. They wear gorilla masks to remain anonymous, and they are devoted to fighting sexism and racism within the visual art world internationally. With the witty motto, “Fighting discrimination with facts, humor and fake fur,” the Guerrilla Girls “reveal the understory, the subtext, the overlooked and the downright unfair” as they reinvent “the ‘F’ word - Feminism.”

The exhibition will have a public reception on Saturday, Jan. 24, from 5-7 p.m., at the Museum. A special performance by the Guerrilla Girls will be held on Thursday, Feb. 5, 7–8:30 p.m., in the Pomona College Smith Campus Center (Edmunds Ballroom, 170 E. Sixth St., Claremont). Following the performance, the Guerrilla Girls will join visitors at the exhibition in the Pomona College Museum of Art. Events are open to the public and there is no cost to attend.

Drawn from the permanent collection of the Pomona College Museum of Art, the exhibition features a selection of works from Guerrilla Girls’ Portfolio Compleat 1985-2012—a collection of 85 posters, handbills, books and newsletters documenting their interventions.

Combining humor and mockery, the Guerrilla Girls’ early work attacked the 1980s art scene, pointing out the lack of representation of female artists and artists of color. While their focus remains centered around the feminist fight for artistic diversity and equality in museums and galleries, over the years their
social commentary has expanded to encompass subjects beyond the artistic landscape, such as the Gulf War, rape, homelessness and abortion rights.

The anonymous members of The Guerrilla Girls take the names of deceased women artists—i.e. Frida Khalo and Käthe Kollwitz—and wear gorilla masks in public to focus attention on their arguments, rather than their identities. Thirty years after their first actions, the Guerrilla Girls remain active as artists and as educators.

Referenced in many art and feminist texts, they have been the focus of recent exhibitions in Madrid, London, Paris, Prague, Berlin and Bilbao. They are part of Amnesty International's Stop Violence Against Women Campaign in the UK, and they've brainstormed with Greenpeace. In recent years, the collective created a large-scale installation for the Venice Biennale and street projects for Krakow, Istanbul, Mexico City and Montreal. As individual artists they continue producing their own work inspired by today's issues. As members of the collective, they travel extensively, making public appearances, lecturing, and organizing workshops.


The “Guerrilla Girls: Art in Action” exhibition is curated by Benjamin Feldman, the Josephine Bump ’76 curatorial intern. The appearance of the Guerrilla Girls is made possible through the generous support of the Janet Inskeep Benton ’79 Fund for Museum programs.

About Pomona College Museum of Art
The Pomona College Museum of Art (330 N. College Ave., Claremont) is open to the public, free of charge, Tuesday through Sunday, 12-5 p.m., and Thursday, 12-11 p.m. For more information, call (909) 621-8283 or visit the museum’s Website: www.pomona.edu/museum.

The Pomona College Museum of Art houses a substantial permanent collection as well as serving as a gallery for the display of temporary exhibitions. Important holdings include the Kress Collection of 15th- and 16th-century Italian panel paintings; more than 5,000 examples of Pre-Columbian to 20th-century American
Indian art and artifacts; and a large collection of American and European prints, drawings, and photographs.

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IMAGES AVAILABLE
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