

Basic Detail Report

Plans for a new museum were in the air – arguments about the efficiency and appearance of the new Pasadena Museum, antagonism against the County Museum. Simplicity was called for. Using a tobacco ad in the Los Angeles Times, I made my proposal and followed it to its conclusion; the can-key, in colossal scale, became a fair sculpture, uncontroversial and organic to the conception. The telescoped construction suits the different scales required for a museum's function – food/books, exhibitions, and auditorium. Beautification is achieved by literal rendering of the original – its color, the revealed tobacco in relief and the ripped-open silver paper of the cigarette package (a flourish). In the scale I imagine, the source of the structure would not be obviously identifiable, except from an airplane.

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Title Notes

Date 1968

Medium Color lithograph

Dimensions Sheet: 22 3/4 × 15 3/4 in. (57.79 × 40.01 cm) Framed: 25 1/2 × 18 1

/2 × 1 3/8 in. (64.77 × 46.99 × 3.49 cm)

Credit Line Collection of the Modern Art Museum of Fort Worth, Museum

purchase, The Benjamin J. Tillar Memorial Trust

Object number 1972.16.15

Markings recto, embossed Gemini and copyright mark

Signed recto, bottom (varying order) "Oldenburg 68 22/100"