



# AMERICAN RADIANCE

THE RALPH ESMERIAN GIFT  
*to the*  
AMERICAN FOLK ART MUSEUM

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Stacy C. Hollander

*Foreword by*

Gerard C. Wertkin

*Essay by*

Ralph Esmerian

*Principal photography by*

John Bigelow Taylor

*Project coordinated by*

Tanya Heinrich

*With contributions by*

Helen Kellogg and Steven Kellogg

Lee Kogan

Jack L. Lindsey

Kenneth R. Martin

Charlotte Emans Moore

Betty Ring

Ralph Sessions

Donald R. Walters

Carolyn J. Weekley

Frederick S. Weiser

Gerard C. Wertkin

AMERICAN FOLK ART MUSEUM, NEW YORK

*in association with*

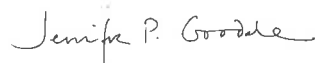
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**A**merican Anthem" signals a new era for the American Folk Art Museum as it establishes its new home on West 53rd Street. This series of inaugural exhibitions provides a rare opportunity to experience the complex world of American folk art, a genre that reflects the diversity of the American experience and expresses our commonly held heritage. Through the assembling of the historic, provocative, and engaging works from the Ralph Esmerian Collection and the Museum's permanent holdings, along with recently acquired materials by 20th-century visionary Henry Darger, viewers will be introduced to the vast and remarkable field of American folk art.

Philip Morris is proud to partner with the American Folk Art Museum at this critical point in its history. Since the mid-1970s, we have had a long-standing commitment to the field of folk art by supporting exhibitions featuring Amish and African American quilts, and folk art traditions from Switzerland, the American South, and the Dominican Republic. Through our sponsorships, we are pleased to help audiences broaden their understanding of this indigenous work and provide a showcase for the many artists who work outside of the mainstream but in their own way express the particular character of our country.

Our support of "American Anthem" continues Philip Morris' more than forty-year history of supporting the arts and our strong belief in giving back to the communities in which we do business.



Jennifer P. Goodale  
*Director, Corporate Contributions*  
Philip Morris Companies Inc.