

**SOCIAL MOVEMENT GALLERY**

5 September 1990

**NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

**WHO:** The Social Movement Gallery and Doctors Ought To Care

**WHAT:** New Art Exhibit  
"Artists As Ashtrays"  
by Doug Minkler  
from Berkeley, California

A series of graphic arts posters which answer the question: Why have politically conscious artists not put their talents in service of progressive organizations?

**WHEN:** Monday, September 24, 1990 through Friday, November 23, 1990. Public Reception, Sunday, September 30, 1:00 pm - 6:00 pm.

**WHERE:** 205 Reidhurst Avenue, Suite N-102  
Nashville, TN 37203  
(615) 329-3836

**PHOTO OPPORTUNITIES:** Alan Blum, M.D., Founder and Chair of Doctors Ought To Care (DOC), will be making two presentations. A Public Reception will be held Sunday, September 30, from 1:00 pm - 6:00 pm. During that time, Dr. Blum will be speaking on two topics:

1:30 - 3:00 Medicine vs Madison Avenue  
"When Doctors and Artist Join Against the Tobacco Industry"

4:00 - 5:30 "Bill of Rights or Bill of Goods"  
"How the Tobacco Industry has censored and preverted free speech"

These events are free and open to the public. The press is invited to take photographs of the works at any time.

**GALLERY HOURS:** Gallery hours, Monday through Friday, 10:00 am - 3:30 pm

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PRESS RELEASE  
(For Immediate Release)

"Artists As Ashtrays", an exhibit of graphic arts posters by Doug Minkler of Berkeley California, will be in the Social Movement Gallery September 24 through November 23, 1990. A opening reception is scheduled for Sunday, September 30th from 1:00 pm - 6:00 pm. During that time, Dr. Alan Blum, founder and chair of Doctors Ought To Care (DOC), will be speaking from 1:30 pm to 3:00 pm on "Medicine vs Madison Avenue" or "When Doctors and Artist Join Against the Tobacco Industry." 4:00 pm to 5:30 pm on "Bill of Rights or Bill of Goods" or "How the Tobacco Industry has censored and preverted free speech." These events are free, and the public is invited to attend.

Minkler, through his works, raises the question: Why have politically conscious artists not put their talents in the service of progressive organizations? He states, "At one time or another, most of us take on the challenge or are requested to address a critical issue of the day. At first we are complimented because of the project's importance, but soon become frustrated and disappointed."

"Our work has become contrived and cliched; or worse its purpose is completely incomprehensible. Rather than acknowledge that these are typically unsatisfactory first tries and try again, we claim that we are not cut out to do political art. We forget how stiff and clumsy our first paintings or figure drawings were."

"There is a popular illusion among artists today that creativity in itself stands against militarism, injustice and greed. But creativity is neutral; the uses of creativity are not." Minkler presents his works on several topics, including anti-smoking, apartheid, invasion of privacy, war, rape, military-industrial complex and others. These posters not only serve to illuminate the issues they address, but also to stimulate others to take on similar projects.

Doctors Ought To Care, the co-sponsor of this exhibit, was founded by Alan Blum, M.D. to stimulate greater public awareness of the consequences of the tobacco industry. DOC grew out of the glaring absence in medical training of opportunities to become involved in primary prevention of disease whether with patients in the office, children in school or the community at large. DOC often tries satire, counter-advertising and parody to sell health.

The DOC P.U. Project and California artist Doug Minkler have produced "Artists as Ashtrays," the first in a series of commissioned lithographs and other artworks that expose the evolving strategies of Philip Morris Companies, Inc., the nation's leading cigarette manufacturer, and other tobacco makers. This poster is the focal work in the exhibit at the Social Movement Gallery. DOC's other activities include producing a DOCUMENTARY "If Smoking Killed Baby Seals..."; advocating with the US Postal Service for a STOP SMOKING stamp; placing an advertisement citing

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New York's Lincoln Center for the Performing Arts as a drug pusher for hosting the Marlboro Country Music Festival; implementing Superhealth 2000, a health promotion curriculum teaching students about the dangers of smoking, alcohol, drug abuse, teen-age pregnancy, venereal disease and nutrition.

Minkler's silkscreen depicts a hellish, soulless figure offering paintbrushes and cigarettes. An artist's palette has become an ashtray. A commentary accompanying the image, written by DOC founder Alan Blum, MD, parodies the Philip Morris, Inc. newspaper ads which proclaim, "It takes art to make a company great." DOC's version reads, "It takes art to make complacency great."

The Social Movement Gallery is one block from Centennial Park at 205 Reidhurst Avenue, just off Elliston Place in the north annex of Parkview Towers, downstairs in Suite N-102. Gallery hours are Monday through Friday, from 10:00 am to 3:30 pm.