

Kasmin Limited

Exhibition invitations 1963–1973

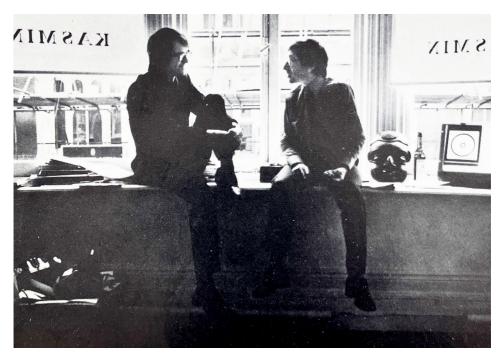
SIMS REED

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Exhibition invitations from Kasmin Gallery

1963-1973



Kasmin (right) with Sheridan Dufferin (see no. 12)

Kasmin Limited, the gallery of John Kasmin, known always as Kas, was the centre of London's art scene in the 1960s and 1970s. Kasmin operated at 118 New Bond Street between 1963 and 1972, and at 10 Clifford Street from 1973. He is well known to be the first dealer and supporter of David Hockney's work (he claims to have been drawn by the young artist's cheek, as much as anything), and he bought Hockney's striking early work 'Doll Boy' (1960) from Young Contemporaries at the RBA Galleries.

Aside from Hockney, whose first solo exhibition 'Pictures with People In' was at Kasmin's gallery in 1963, other British artists (Anthony Caro, John Latham, Robyn Denny, Richard Smith) were also represented and due attention was given to American Colour Field painters (Frank Stella, Jules Olitski, Kenneth Noland, Helen Frankenthaler). Kasmin's high regard for the American painter Morris Louis is said to have set him on the path to being a dealer. Kasmin also recognised that introducing London audiences to new work demanded new spaces: '... most painters were doing bigger works ... I was trying to create a space in which the art would look its best.' The large, bright, white-walled galleries that Kasmin introduced into the London art scene are now common, but were a radical change in the 1960s.

Kasmin noted that many other galleries at the time were printing catalogues at vast expense and one Swiss gallery was even thought to have closed due to the expense of their catalogue production. Kasmin invitations, designed by Gordon House (always with Kasmin's close involvement), often provided a list of works and were 'simply a way to stay in business'. Some invitations are more innovative in their design, making use of radical typography, inserts of different paper, trompe l'oeil effects, collage and incision (see nos. 1 and 11), and these playful pieces can be seen as works in their own right and amongst the most compelling examples of twentieth-century artist-related ephemera. Kasmin was the first too to show Indian miniature paintings as discrete objects in their own right (see no. 9).

All the invitations offered here come directly from Kasmin himself, and are mostly in excellent condition.

Catalogue

1

David Hockney

Pictures with People in 1963

2

David Hockney

Best wishes from the Directors of Kasmin Gallery 1963

3

David Hockney

Pictures with frames and still life pictures 1965

4

David Hockney

A splash, a lawn, two rooms, two stains, some neat cushions and table, painted 1968

5

David Hockney

Personal drawings 1968

6

David Hockney

Etchings 1969 1969

7

David Hockney

New paintings and drawings 1972

8 Group

118 show 1965

9

15 invitations 1963–1972

10

Pol Bury

Moving Sculptures and

Cinetizations 1967

11

Richard Smith

New paintings 1969

12

(Kasmin is Open) 1973

An excellent copy of the scarce catalogue / announcement for David Hockney's first solo exhibition of paintings.

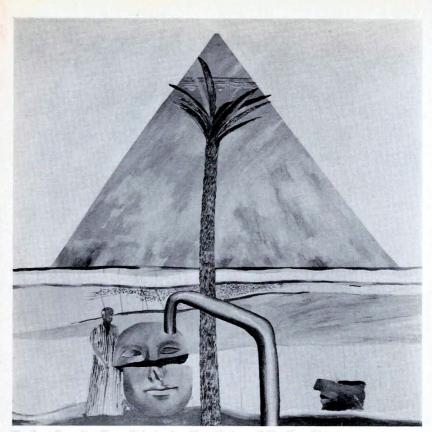
David Hockney had left the Royal College of Art the year prior to this exhibition, 'Pictures with People in', held at Kasmin's Bond Street gallery, although he had participated in several group shows and had already published his important cycle of etchings 'The Rake's Progress'. The paintings depicted here were all painted that year and include: 'The Great Pyramid at Giza with broken head from Thebes' (front cover), 'Domestic Scene Notting Hill' and 'Domestic Scene, Broadchalke, Wiltshire' (interior at left), 'Closing Scene' with additional green tissue curtain overlay (interior at right) and a monochrome portrait of Hockney in his studio by Tony Evans. The exhibition was a sell-out and with the proceeds (and those from the sale of the entire edition of 'The Rake's Progress') Hockney travelled to Los Angeles for the first time, where he has lived, on and off, ever since.

'His first exhibition, 'Paintings with People In' [sic], at the Kasmin Gallery in London in 1963 signalled the shift in Hockney's art and focused on a series of paintings titled 'Domestic Scenes'. Where the paintings of 1961 had celebrated gay desire, these portraits of relationships between couples, by their very domesticity, normalise that desire into images of companionship ... Illusion and artifice remained a strong feature of his work of this period, typified by paintings including a curtain. The curtain frames the passage of light, identifying the stage of Hockney's painting as a theatre of representation.' (Tate catalogue).

This catalogue is scarce; COPAC lists copies at the Tate, V & A and Leeds, while OCLC adds copies at MoMA and the Stedelijk.

Folded card. 8vo. $(210 \times 146 \text{ mm})$. Inner spread with two monochrome illustrations at left and at right, tipped-in sheet of thin green tissue, representing a curtain with an abstract motif in black and pole and rings at head, overlaying a printed image of a closed curtain with scene behind. Folded glossy cream card with monochrome illustration and titles in red and black to front cover, biography, list of awards, collection holdings and portrait to rear.





The Great Pyramid at Giza with broken head from Thebes 1963 72×72 inches

David Hockney

Pictures with People in

Private view 3-6 Thursday 5 December

Exhibition from 6 December 1963

Tuesdays-Fridays 10-5 Saturdays 10-1 **Kasmin Limited**

118 New Bond Street London W1 Telephone : MAY 2821

Pictures with people in

This page and right: The green shower curtain





2 --- Scane Notting Hill 1963 72 x 72 inches





£200

A very rare and early Kasmin Gallery Christmas card reproducing a David Hockney drawing of holly.

Single sheet of thick card. (210 x 148 mm). Illustration printed in monochrome with detailing in red; text printed below in red.



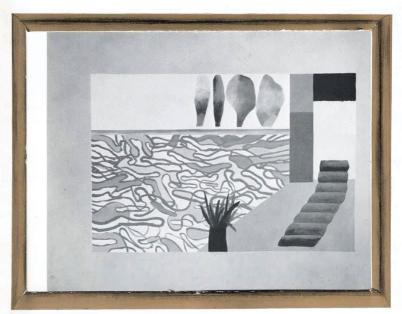
07t. 63.

Best wishes from the Directors of Kasmin Gallery 118 New Bond Street London W1

A playful three-dimensional invitation to an early Hockney exhibition — a charming piece of Hockney ephemera.

The card has a cut-out section enacting a frame for the painting reproduced below, a subtle allusion to the exhibition's title. Folded card with die-cut section. (210 x 148 mm). Printed in black and gold, reproducing 'Picture of Hollywood Swimming Pool' (1964). Biography printed to rear.





Picture of Hollywood Swimming Pool 1964 36×48 in.

David Hockney

Pictures with frames and still life pictures

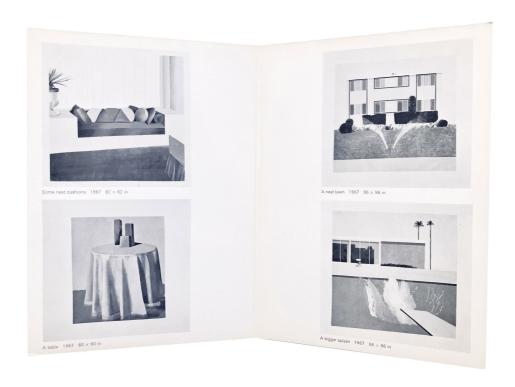
Private view 3 - 6 Thursday 2 December

Exhibition from 3 December 1965

Mondays - Fridays 10 - 5.30 Saturdays 10 - 1 Kasmin Limited 118 New Bond Street

London W1 Telephone : MAY 2821 A mint copy of this scare early Hockney catalogue / announcement for an exhibition of paintings at Kasmin Limited, from 19 January 1968.

Folded card. 8vo. $(210 \times 146 \text{ mm})$. Inner spread with 4 monochrome illustrations reproducing Hockney's paintings, one further painting illustrated to rear together with a photograph of the artist by Peter Schlessinger. Folded cream card with colour illustration reproducing 'The Room, Tarzana' (1967) tipped-in to front cover; titles printed in red and black.





The room, Tarzana 1967 96 x 96 in

David Hockney

A splash, a lawn, two rooms, two stains, some neat cushions and a table . . . painted

Private view 3-6 Thursday 18 January

Exhibition from 19 January 1968

Mondays-Fridays 10-5.30 Saturdays 10-1 **Kasmin Limited**

118 New Bond Street London W1

Telephone: 01-629 2821/2

A rare David Hockney invitation to an exhibition of 'Personal drawings' at Kasmin Gallery.

The card shows a monochrome photograph of Hockney's desk.

The exhibition ran from 18 September 1968.

Single sheet of glossy card. (210 x 148 mm). Illustrated in monochrome; printed text verso.



London. Kasmin Limited. 1969

Early David Hockney invitation card for an exhibition of etchings.

Single sheet of glossy card. (210 x 148 mm). Illustrated in monochrome; text printed verso.

The card reproduces an etching of Celia Birtwell. The exhibition ran from 10 December 1969.

Small mark to verso.



David Hockney invitation card reproducing his painting 'Two Deck Chairs, Calvi' (1972).

The exhibition ran from 6 December 1972.

The painting illustrated was purchased by the Museum Boijmans Van Beuningen, Rotterdam.

Single sheet of glossy card. (210 \times 148 mm). Illustrated in colour; text printed verso.



An extremely scarce and notorious Kasmin exhibition invitation.

This purely typographic invitation – conceived by Kasmin himself in collaboration with graphic designer Gordon House – caused considerable controversy among the art dealers whose name had been crossed out on the invitation (namely, every gallery other than Kasmin's). The list of names together with the artists listed in the exhibition (at right) make this an important record of the London art scene in the 1960s.

Those dealers and museums comprise: AIA, Book Street, Crane Kalman, Drian, Gimpel Fils, Grabowski, Grosvenor, Hamilton, Hanover, ICA, Lefevre, Leicester, Malborough Fine Art, Malborough New London, McRoberts & Tunnard, Mercury, Molton, New Art Centre, O'Hana, Piccadilly, Portal, Redfern, Robert Fraser, Roland Browse & Delbanco, Rowan, Tate, Tooth's, USIS, Waddington and Whitechapel.

The '118 show' (named after the gallery's premises at 118 New Bond Street) exhibited 'Paintings/Shapes/ Sculpture/Drawings/Etchings/Lithographs/Serigraphs/ Sounds' by Ayres, Avedisian, W Darby Bannard, Caro, Castellani, Chamberlain, B Cohen, Denny, Dzubas, Feeley, Frankenthaler, Gottlieb, Hockney, House, Howlin, Kelly, Latham, Louis, Newman, Noland, Olitski, Parker, R Smith, Stadler, Stella, Tippet and Zox.

The exhibition ran from 12 August – 18 September 1965.

Another exhibition named '118 show' was held in 1967, and exhibited Indian miniature paintings (17 – 19th century) alongside contemporary British and American artists.

Single sheet of thick card. (210 \times 148 mm). Text in black with red printed lines.

ALA

Brook Street

Crane Kalman

Drian

Gimpel Fils

Grabowski

Grosvenor

Hamilton

Hanover

ICA

Kasmin

Lefevre

Leicester

Marlborough Fine Art

Marlborough New London

McRoberts & Tunnard

Mercury

Molton

New Art Centre

O'Hana

Piccadilly

Portal

Redfern

Robert Fraser

Roland Browse & Delbanco

Rowan

Tate

Tooth's

USIS

Waddington

Whitechapel

Private view

3-6 Thursday 12 August

Exhibition continuing to 18 September 1965

Mondays-Fridays 10-5.30

10-1

Saturdays

118 Show

118 New Bond Street

London W1

Telephone: MAY 2821

Paintings/Shapes/

Sculpture/Drawings/ Etchings/Lithographs/

Serigraphs/Sounds

Avres

Avedisian

W Darby Bannard

Caro

Castellani

Chamberlain

B Cohen

Denny

Dzubas

Feeley

Frankenthaler

Gottlieb

Hockney

House Howlin

Kelly

Latham

Louis

Newman

Noland

Olitski Parker

R Smith

Stadler

Stella

Tippett

Zox

An extensive collection of Kasmin invitations.

The present collection provides valuable insight into the activities of Kasmin Limited between 1963 – 1972. The exhibition of Morris Louis (1963) was Kasmin's second show, and he had particular regard for this artist. Also included in the collection are two invitations / catalogues for shows of Indian paintings (17 – 19th century), prepared with the assistance of Howard Hodgkin.

The exhibition invitations comprise:

1963

Morris Louis: 'Paintings 1960 – 1962.' (Folded card, with an extract from Clement Greenberg).

1964:

Bernard Cohen: 'Drawings 1961 – 64.' (Folded card with insert (a Cohen painting reproduced in monochrome).

1965:

Kenneth Noland: 'New Paintings.' (Card reproduces 'Grave Light', 1965).

1966:

Indian Paintings: '17, 18 and 19th centuries.' (Folded card with 4 page insert on beige paper including a list of works (84 items).

1967:

Anthony Caro: 'Recent sculpture.' (Card reproduces a photo of Caro's studio taken by John Goldblatt).

118 show: 'paintings / constructions / sculpture / graphics – also Indian miniature paintings of the 17th, 18th and 19th centuries. (Group show. Card with annotations: several names marked with a cross and 'Poons / Price' written beside Olitski and Smith).

Pol Bury: 'Moving Sculptures and Cinetizations.' (Folded card, illustrated in monochrome).

8vo. $(210 \times 146 \text{ mm})$. Illustrated in monochrome and colour; text printed in a variety of colours.

Richard Smith: 'Twelve paintings.' (Colour image recto, diagram of the paintings verso).

1969:

William Tucker: 'recent work'. (Folded landscape card, sculptures illustrated in monochrome with sections in colour).

1970:

Indian paintings: '17, 18 and 19th centuries.' (Folded card, works illustrated in monochrome, one in colour).

1971:

Anthony Caro: 'New sculptures.' (Card reproduces a photo of Caro's studio in monochrome).

Ron Davis: 'New paintings.' (With a photograph of the artist by Malcolm Lubliner).

1972:

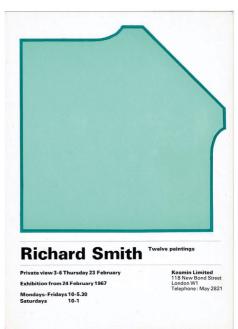
Anthony Caro: 'New sculpture.' (Colour photograph of Caro's studio recto).

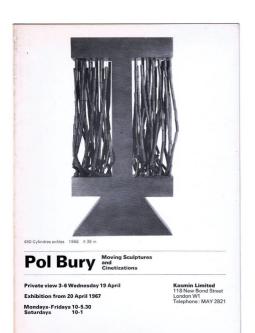
Frank Stella: 'New paintings.' (Monochrome image reproducing 'Odelsk, 1971').

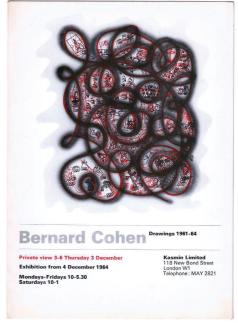
Undated:

'Gillian Ayres, Anthony Caro, Bernard Cohen, Robyn Denny, Anthony Hill, David Hockney and William Tucker invite you to see work by seven painters and sculptors.'







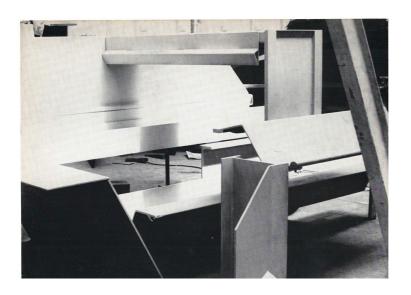




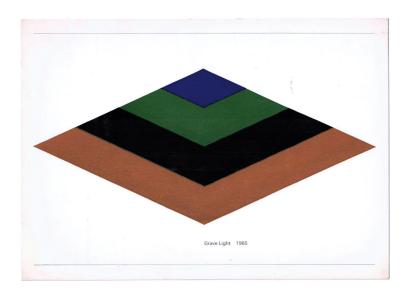
	Ayres
	Avedisian
	Bannard
	Bury
	Caro
	B. Cohen
	Denny
	Dzubas 🗸
	Feeley
	Frankenthaler
	Hill
	Hockney
	House
	Howlin
	Louis
	Noland
	Olitski Poor 2
	R. Smith
	Stadler
	Stella
	Tucker
	Zox
lso Indian miniature paintings of the 17th,	18th and 19th centuries
118 show paintings/consculpture/g	onstructions/ raphics
rivate view 3-6 Thursday 3 August	Kasmin Limited
	118 New Bond Street London W1
xhibition from 4 August 1967	Telephone: MAY 282

Gillian Ayres, Anthony Caro Bernard Cohen, Robyn Denny Anthony Hill, David Hockney and William Tucker invite you to see work by seven pantons and sculptors	Fred Bazler	Roland Brener	Jennifer Durrant	Tom Edmonds	Noel Forster	Roelof Louw	Peter Schlesinger
Private view 3-6 Thursday 21 September				asmin 8 Nev.			

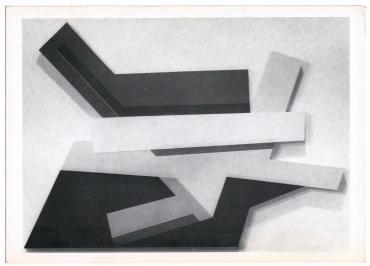
















Durga on tiger Rajaastan

Indian paintings 17, 18 and 19th centuries

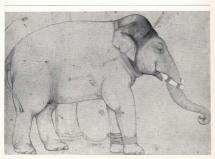
Private view 3-6 Thursday 16 April Exhibition from 17 April 1970

Mondays-Fridays 10-5.30 Saturdays 10-1 Kasmin Limited 118 New Bond Street London W1Y ODQ Telephone: 01-629 2821/2

Indian paintings 17, 18 and 19th centuries

Private view 3-6 Tuesday 6 December Exhibition from 7 December 1966 Mondays-Fridays 10-5.30 Saturdays 10-1

Kasmin Limited 118 New Bond Street London W1 Telephone: MAY 2821



3 Elephant brush drawing Indian painting (as shown in this exhibition) begins with the court style of the Mogul emperors in the late skitcenth century. This was an amalgam of Perian painting, earlier native elements, and to some extent late mannerist manuscript illustrations from Western Europe.

During the seventeemth and eighteenth centuries this court shi was disconnished over most of the this court shi was disconnished over most of the local schools of strong individual character. These schools are classified geographically so that the name of a style is also the name of a particular state or region such as the classification 'Punijah 'Illig', which describes both a large as in North India.' Much describes both a large are in North India.' But the control of the country of the schools in last indian painting.

The Bhagvata Purana is a collection of stories very frequently used as subject matter for pictures. The adventures of Krishna in book ten are particularly populer. An incarnation of the god Vishnu, Krishna is the Dark One whose love for the cowgirl Radha is a symbol of romantic passion all over India.

Regas and Raginis are symbolic forms in music, poetry and painting which stand for certain moods and emotional situations. Unrequited love and nights of longing in palace pavilions by moonlit lakes are typical elements in this set (congraphy.)

Apart from the portraits and genre scenes most of the pictures in this show illustrate either the Bhayvate Purano or Regas and Raginis.

Catalogue

1 Girl smoking hookeh, with handmaidens Mogul late 18 century

2 Girl reading on a terrace Mogul Lucknow late 18 century

Girl playing tambura Mogul Lucknow late 18 century

Girl with attendant
Mogul late 18 century

5 Ramkali Ragini Mogul Sub-Imperial Akbar period early 17 century

6
Prince watching dancing girls
Mogul Oudh late 18 century

7 Islamic prophet in flight Mogul Delhi mid 19 century

Girl worshipping a lingam at night Bhairavi Ragini Provincial Mogul late 18 century

Prince holding a rose
Persian artist working in India
Mogul late 17 century

10 Lady on a couch with handmaidens Mogul late 18 century

l 1 Portrait of Jahangir Mogul late 18 century

12 A Prince and a Mullah Mogul c. 1700

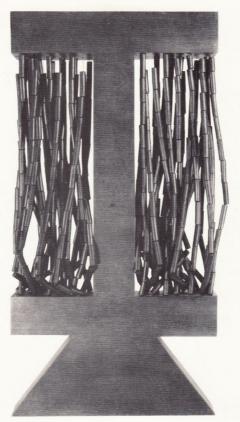
13 Elephant Brush drawing

nis exhibition was prepared with the assistance and advice of Sven Gahlin and Howard Hodokin

Accompanied the exhibition, April 1967.

Folded card. 8vo. (210 \times 146 mm). Black and white illustrations. This copy with a faint library stamp of Otis Art Institute of Los Angeles County to upper right (please note a different copy is pictured).





480 Cylindres enfiles 1966 h 39 in

Pol Bury

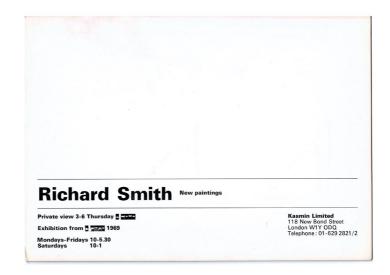
Moving Sculptures and Cinetizations

Private view 3-6 Wednesday 19 April

Exhibition from 20 April 1967

Mondays-Fridays 10-5.30 Saturdays 10-1 Kasmin Limited 118 New Bond Street London W1 Telephone: MAY 2821 A sculptural invitation card to an early exhibition of Richard Smith paintings – a playful and excellent piece of ephemera.

Glossy card with incisions and folds. (Folded: 210×148 mm). Illustrated in monochrome and purple; printed text verso.







Iconic piece of Kasmin Gallery ephemera, published on the occasion of the gallery's move to 10 Clifford Street (1973).

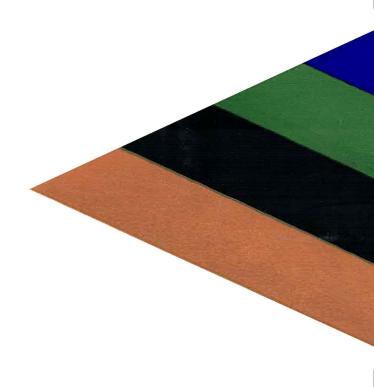
The cover shows a monochrome image of Kasmin with his friend Sheridan Dufferin, the 'well-off young lord' whose financial help Kasmin enlisted when starting his gallery.

The leporello illustrates the following works: 'Siberian' (W Darby Bannard, 1972), 'Mandolin' (Stephen Buckley, 1973), 'Rouge' (Anthony Caro, 1972–73), 'Deep | Beam' (Ron Davis, undated), 'Mo reading' (David Hockney, August 1973), 'Mr and Mrs E.J.P.' (Howard Hodkin, 1972–73), 'Beth Taf' (Morris Louis, 1968), '2-1964' (Kenneth Noland), 'Mother of Night-13' (Jules Oliski, 1973), 'Buck Graves' (Larry Poons, 1973), 'Tomato' (Richard Smith, 1973), 'Chodoron IV' (Frank Stella, 1971) and a Southern Indian C18 painting 'Elephants worshipping Vishnu.'

Leporello. (Folded: 170 x 115 mm; unfolded: 1560 x 115 mm). Punched hole tab at top for hanging. Monochrome image to cover plus thirteen colour images printed recto only reproducing works by Darby Bannard, Buckley, Caro, Davis, Hockney, Hodgkin, Louis, Noland, Olitski, Poons, Smith, Stella and a South Indian 18th century tapestry.







SIMS REED 43A DUKE STREET ST JAMES'S LONDON SW1Y 6DD