

50TH ANNIVERSARY
DESERT CABALLEROS
WESTERN MUSEUM

Arizona's Most Western Museum

MEDIA RELEASE



Winter Light at Taos
by Joni Falk



She Flies Without Wings
by Deborah Copenhaver Fellows

MUSEUM SHOW TURNS TOWN INTO HOT ART DESTINATION
Fifth Annual *Cowgirl Up! Art from the Other Half of the West* Exhibition & Sale
March 26-May 2, 2010: Wickenburg's Desert Caballeros Western Museum

Wickenburg, AZ –Returning to the Desert Caballeros Western Museum in Wickenburg, Ariz. this March is the fifth annual *Cowgirl Up! Art from the Other Half of the West* exhibition and sale for bringing together fifty-six of the country's best women artists to the Desert Caballeros Western Museum.

“We are very proud of the fact that *Cowgirl Up! Art from the Other Half of the West*, in just four years, has become one of the most important show and sale for women artists in the country,” says Mary Ann Igna, interim director of the Museum. “With 56 artists in this year's show, you would have to travel to at least three other states and to all the other major art towns in the West to see the breadth and depth of what we will have here at one time...and in one place.”

Lassoing a Find It is a critical mass of art by the West's best women artists that has been discovered by avid collectors, with up-and-coming collectors now beginning to catch on, too. “This is the perfect show for what we call the ‘emerging collector,’ says Igna.

With more than 200 drawings, paintings and sculptures in this year's show, *Cowgirl Up!* offers a much broader landscape of works than are usually found at a Western art show. “This is what makes *Cowgirl Up!* so unique,” says Igna. “We have artists stretching beyond traditional Western art to embrace the West's unique lifestyle and spirit. Of course, we also have our share of horses and steers, but even those are unusually dramatic.”

-more-

A Spirited Roundup of Special Events More than an art exhibition and sale, *Cowgirl Up!* is a month-long celebration that kicks off with a whirlwind **opening weekend of events Friday, March 26 through Sunday, March 28**. Meet the 2010 *Cowgirl Up!* artists during the opening weekend beginning with the “Artists’ and Patrons’ Party” on Friday evening at the historic Monte Vista Ranch. On Saturday at 1:00 p.m., Sarah Burt, curator at Omaha’s Joslyn Art Museum, will give a lecture, titled “O’Keeffe in Abiquiu: The House that Georgia Built,” on her experiences as Project Manager at Georgia O’Keeffe’s studio and home in Abiquiu, New Mexico. The lecture will be held in the Sonoran Room at Wickenburg’s Rancho de los Caballeros and is free for *Cowgirl Up!* ticketholders, museum members and volunteers, and \$10 for non-members.

On Saturday, March 27, *Cowgirl Up!*’s big opening night “Bash ‘n Bid” gala begins at 4:30 p.m. when guests have the first opportunity to cast their intent-to-purchase ballots until 6:00 p.m., at which time the winning ballots will be drawn; the much anticipated “Artists Awards” dinner will take place at 7:00 p.m. under the tent, and will include a live auction as well as the presentation of the prestigious *Cowgirl Up!* awards. On Sunday morning, a Chuck Wagon Breakfast opens at 9:00 a.m., to be followed by the artists’ “Quick Draw” and a lively auction.

Cowgirl Up! Patron Package tickets are \$225 per person for all Friday, Saturday and Sunday events and includes individual ballot books, a 2010 *Cowgirl Up!* exhibition catalogue and poster. Tickets to single events are also available. Tickets to the very popular Chuck Wagon Breakfast and artists’ Quick Draw on Sunday, March 28, are \$30 each. For reservations and/or for more information, call (928) 684-2272, ext.100.

A Month-Long Exhibition and Sale Following *Cowgirl Up!*’s opening night sale on Saturday, March 27, the show will be open to the public with available artwork for purchase from Sunday, March 28 through Sunday, May 2, 2010. Entry to the special exhibition is included with regular Museum admission. The Desert Caballeros Western Museum’s programs are funded in part by the Arizona Commission on the Arts, National Endowment for the Arts, and the Wellik Foundation.

###

From March 28 – May 2, 2010, entry to the special *Cowgirl Up!* exhibition is included with regular museum admission. For more information, call 928-684-2272, or visit www.westernmuseum.org

About the Desert Caballeros Western Museum

Named “2007-2008 Western Museum of the Year,” the Desert Caballeros Western Museum is known as *Arizona’s Most Western Museum* serving more than 52,000 visitors a year. The Desert Caballeros Western Museum preserves the art and history of the West and educates and enhances the appreciation and understanding of the art, history, cultural legacy and wonder of the West through its exhibitions and programming. The Museum is known for its innovative programming and has an extraordinary collection including Western fine art and American Indian arts and artifacts, along with the *Hays’ Spirit of the Cowboy Collection*, one of the most complete collections of Western artifacts and memorabilia on display in the country. The Museum’s entire lower level is devoted to a re-creation of life in Late Territorial Wickenburg and to a fascinating, permanent exhibit called *Out on the Ranch* that has been especially created with children in mind.

The Desert Caballeros Western Museum is located at 21 N. Frontier Street in downtown Wickenburg. Hours of operation are: Monday – Saturday, 10:00 a.m. to 5:00 p.m. and Sunday, noon – 4:00 p.m. Admission fees are \$7.50 for adults; \$6.00 for adults over the age of 65, AAA members, and active military service members; and free admission for museum members and children under the age of 16. For more information call 928-684-2272 or email us at info@westernmuseum.org.