

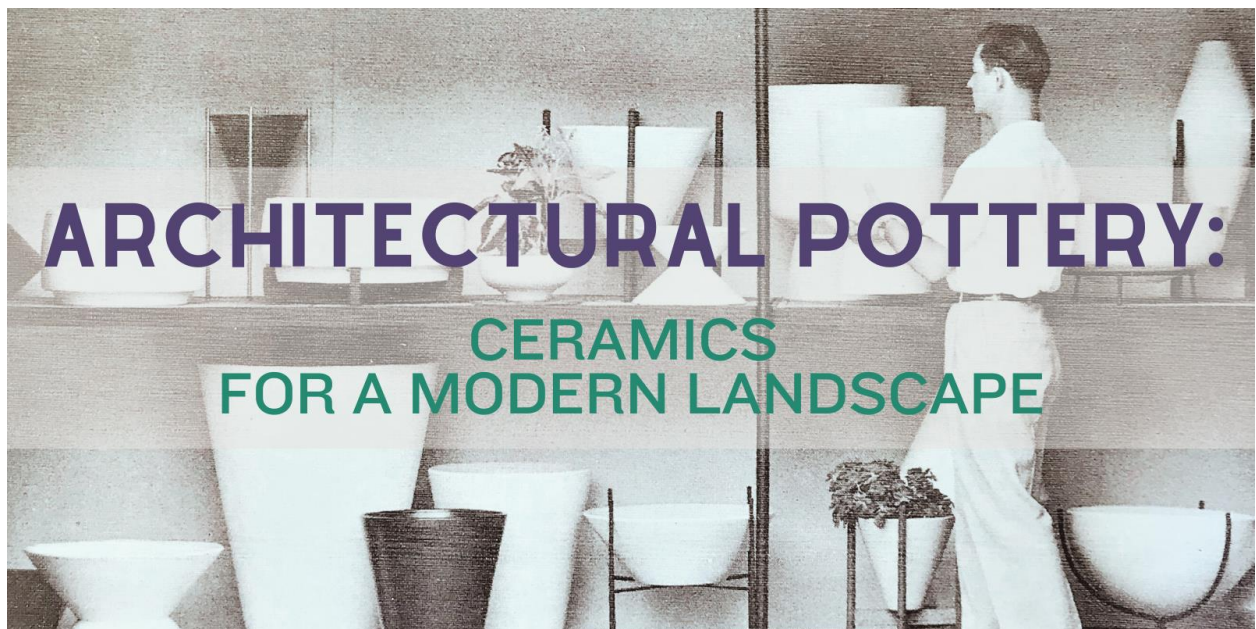
*EXHIBITION ADVISORY*

Exhibition: *Architectural Pottery: Ceramics for a Modern Landscape*

On View: August 17, 2024—March 2, 2025

Reception: September 7, 2024, 4:00 pm – 6:00 pm • Opening Remarks @ 4:30 pm

Location: American Museum of Ceramic Art, Pomona, CA



Pictured: 1961 Architectural Pottery catalog image. Max and Rita Lawrence, Architectural Pottery Records (Collection 1587). UCLA Library Special Collections, Charles E. Young Research Library, University of California, Los Angeles.

(Pomona, California—August 5, 2024) Opening August 17, 2024, *Architectural Pottery: Ceramics for a Modern Landscape* explores the significant impact of mid-twentieth-century architecture and design on artists in California.

The exhibition brings together work by largely under-recognized ceramic artists and graphic and industrial designers of the modern era. Presenting functional and decorative ceramic vessels alongside period and contemporary photographs, original catalogs and ephemera, and

reproductions of company materials, *Architectural Pottery* offers an exciting opportunity to trace the influence of this important era on today's California landscape.

In 1950, Rita and Max Lawrence founded the Architectural Pottery company with design partners John Follis and Rex Goode, revolutionizing ceramic design. The company gained recognition when three of its minimalist planters were featured in the Museum of Modern Art's first *Good Design* exhibition, alongside works by Ray and Charles Eames, Alexander Girard, and George Nelson. Within a decade, Architectural Pottery's crisp, geometrically defined planters became synonymous with modern living. Under Rita Lawrence's leadership, the company experienced decades of innovation and growth, redefining the relationship between architecture, landscape, and interior design.

This exhibition is the first to comprehensively document Architectural Pottery's history and influence from 1950 to 1975. Drawing from UCLA Archives and Lawrence family records, it explores the company's innovations in design, manufacturing, and visual identity, highlighting its expansive growth to over 200 products. Adding to this chronology are profiles of eleven prominent designers who guided the company's aesthetics, including ceramists LaGardo Tackett and Malcolm Leland, industrial designers Paul McCobb and Marilyn Kay Austin, and visionary sculptor David Cressey.

Exhibition Curator Jo Lauria says, "This landmark exhibition offers an unprecedented exploration of Architectural Pottery's groundbreaking legacy. For the first time, visitors can follow the company's evolution and trace its revolutionary contributions to the design of planters and garden sculptures through a comprehensive collection of objects and artifacts, including the company's archives, rare ephemera, and period photographs."

This exhibition presents an unparalleled insight into Architectural Pottery's enduring appeal. It is also a celebration of the company's revolutionary products and role in shaping mid-20th-century American design, offering a window into a transformative era of creativity and originality.

### **Exhibition Overview**

*Architectural Pottery: Ceramics for a Modern Landscape* explores the significant impact of mid-twentieth-century architecture and design on artists in California.

The exhibition *Architectural Pottery* brings together work by the largely under-recognized ceramic artists and graphic and industrial designers Marilyn Kay Austin, Raul Angulo Coronel, David Cressey, Aurilla Doerner, Al Eggleston, John Follis, Leon Galleto, Rex Goode, Frank Krueger, Malcolm Leland, Paul McCobb, Jack Morris, Gordon Newell, LaGardo Tackett.

Also on view will be contemporary photographs by Dan Chavkin, period photographs of Architectural Pottery planters *in situ* in mid-century modern residences by Julius Shulman (Getty Research Institute Archive), original catalogs and ephemera from Architectural Pottery sourced from private collections, and reproductions of company materials from the UCLA Library Special Collection.

Complementing the in-person exhibition experience, numerous public and educational programs will be mounted, including lectures, conversations, college-level tours, and tours for Title 1 schools serving grades K-12. AMOCA's *Architectural Pottery* exhibition coincides with Palm Springs Modernism Weeks (October 24-27, 2024 and February 13-23, 2025); related Modernism tours, events, and collaborations will be planned.

*Architectural Pottery: Ceramics for a Modern Landscape* is curated by Jo Lauria, AMOCA's Adjunct Curator.

Exhibition advisors: Dan Chavkin, Jeffrey Head, Damon and Marian Lawrence, and Alvin Lee.

This exhibition and accompanying book are supported, in part, by the Los Angeles County Board of Supervisors through the Department of Arts and Culture, the DEW Foundation, Anonymous, the Boardman Family Foundation, and the Palm Springs Modern Committee. AMOCA would also like to thank the many collectors of Architectural Pottery for generously lending works for the exhibition and Monacelli Press for their support and editorial guidance.

## **CALENDAR LISTING**

*Architectural Pottery: Ceramics for a Modern Landscape* opens at the American Museum of Ceramic Art, 399 N Garey Ave, Pomona, CA 91767 on August 17, 2024, with an opening reception on Saturday, September 7 from 4-6 pm. The exhibition runs through March 2, 2025. The museum is open Friday-Sunday, 11am to 4pm.

For more information: <https://www.amoca.org/future-exhibitions/architectural-pottery/> or (909) 865-3146 or [communications@amoca.org](mailto:communications@amoca.org).

## **Credit**

This exhibition is organized by the American Museum of Ceramic Art.

## **About AMOCA**

The American Museum of Ceramic Art was founded in 2003, in Pomona, California. The mission of the museum is to champion the art, history, creation, and technology of ceramics through exhibitions, collections, outreach, and studio programming.

**Museum Hours**

Friday, Saturday, and Sunday, 11am – 4pm

**Admission**

General \$14, Senior \$9, Student/Pomona Resident \$7, Members & under 12 Free  
Pay-what-you-can First Fridays are the first Friday of each month.

**Location**

American Museum of Ceramic Art  
399 North Garey Avenue, Pomona, CA 91767  
(909) 865-3146 • [www.amoca.org](http://www.amoca.org)

**Contact**

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