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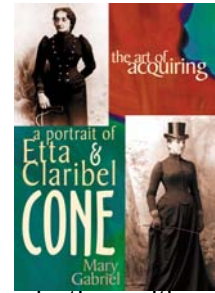
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The Art of Acquiring A Portrait of Etta and Claribel Cone

By Mary Gabriel



BOOK SUMMARY:

Mary Gabriel tells the story of Etta and Claribel Cone, two independently wealthy Jewish women from Baltimore who acquired one of the most important collections of modern French painting in the world; two upright, Victorian sisters who collected Matisse, Picasso, Cezanne, Renoir, Degas, Gaughin; who collected even the most scandalous art of the time, from Matisse's *Blue Nude*, to his *Pink Nude*.

Life-long fans of Matisse, the women bought him before anyone else would even take him seriously. In fact, Matisse and Etta often said to each other something to the effect of, "Remember, I made you;" the two made each other: into one the most important artists of the twentieth century, and one of the most sought-after collectors of our time.

The Art of Acquiring: A Portrait of Etta and Claribel Cone traces the Cone sisters from their early family life to their deaths, and provides information on the state of the collection today. Gabriel's biography is a crucial contribution to both the study of art history and women's history: she resurrects not only two powerful, influential, ahead-of-their-time women; she resurrects the study—the art—of collecting. Collecting, Gabriel points out, is not simply a hobby of the rich; it is a careful, precise craft. Although they easily could have lived luxurious, superficial lives of good food, wine, and clothing, Etta and Claribel Cone chose to contribute to the livelihood of artists in whom they believed, and to preserve—in the most perfect condition possible—the great contributions of artists of our century.

MARKETING:

- ◀ Author featured extensively in upcoming BBC documentary "Michael Palin on the Cone Sisters" (audience in UK alone 4-5 million)
- ◀ Direct marketing to top 100 art museum stores, art history programs, public and university libraries
- ◀ Op-ed pieces written by the author for British and American newspapers
- ◀ Distribute book for reviews and publicity in venues prominent in sisters' lives (Paris, Baltimore, Greensboro, Munich)
- ◀ Extensive promotion on Bancroft web site, including exclusive materials not included in the book

SALES HANDLES

- ◀ Only book-length source on the Cone sisters in-print
- ◀ Publication coincides with airing of BBC documentary
- ◀ Book will continue to be of interest because Cone Collection is in perpetuity at BMA (275,000 visitors per year), and as pieces continue to be loaned out and travel the world in large and popular exhibits (i.e., Paris 9/02-1/02; New York, 2/03-)

AUDIENCE & MARKETS

- ◀ Art lovers throughout the world, especially modern art enthusiasts
- ◀ Women's studies faculty and students (high school on up)
- ◀ Gertrude Stein, Henri Matisse, and Pablo Picasso fans
- ◀ Parisians and Baltimoreans (especially as gifts)
- ◀ Public libraries
- ◀ School libraries
- ◀ College/university libraries
- ◀ Art museum libraries & giftstores
- ◀ Faculty (teachers of art history from 7th grade through Ph.D. programs)