



1 West Orange Avenue | Eustis FL 32726 | 352.483.2900 | lakeeustisartmuseum.org

For Immediate Release

February 1, 2013

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LAKE EUSTIS MUSEUM of ART to offer

“HOW TO LOOK AT ART!”

a one-day workshop with Arthur R. Blumenthal, Ph.D.,

noted scholar & director emeritus of the Cornell Fine Arts Museum at Rollins College

EUSTIS, Fla.: Noted art historian and museum professional, **Dr. Arthur Blumenthal**, will be conducting his popular one-day workshop ***“HOW TO LOOK AT ART!”*** at the Lake Eustis Museum of Art on **Saturday, March 9**, from **10 am to 4 pm**. The tuition is \$45, or \$40 for LEMA members. This covers a full day of personal instruction in the galleries, snacks, coffee, and all instructional material. Enrollment is limited to 25 people.

To register, call **352.483.2900** or visit **www.lakeeustisartmuseum.org**.

“Slow looking, like slow cooking, may yet become the new radical chic.” Michael Kimmelman, The New York Times

HOW TO LOOK AT ART! is a fun, transformational, and interactive workshop that has been offered at major North American museums. Developed by Dr. Blumenthal after decades of watching viewers struggle with art, the *non-lecture, participatory* course embraces *“Slow Looking,”* meticulous description, humor, and insightful thinking using the participant’s own visual powers. On **Saturday, March 9**, Dr. Blumenthal will be utilizing artworks in the LEMA exhibition, ***“HE SHE WE: Doug Hays & Brenda Heim”*** (on view March 8 to April 28). In this exhibition, metal sculptor Doug Hays and abstract expressionist painter Brenda Heim combine talents to create new and exciting possibilities in art.

HOW TO LOOK AT ART! has been offered at the Vero Beach Museum of Art, the Museum of Arts & Sciences in Daytona Beach, the National Art Gallery of the Bahamas in Nassau, and the Ringling Museum of Art in Sarasota among many other national and international locations. More than 1,000 students have enjoyed this class since 1988. Dr. Blumenthal, an international museum consultant and popular art educator, is Director Emeritus of the Cornell Fine Arts Museum at Rollins College and the 2007 recipient of the Florida Art Museum Directors Association’s Lifetime Achievement Award. For additional information on him, please visit www.lovingart.net.

LEMA is located at the base of Orange Avenue in downtown Eustis, in Ferran Park, to the right of Lake Eustis. There is free on-street parking close to LEMA. The address is 1 West Orange Avenue in Eustis, Florida. For additional information, please call **352.483.2900**. LEMA is open Tuesday through Friday, from 10 am to 4 pm, Saturday from 12 noon to 4 pm, and Sundays by appointment.