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LINDSAY POLLOCK



# THE GIRL WITH THE GALLERY

EDITH GREGOR HALPERT AND THE MAKING OF THE MODERN ART MARKET

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*Lindsay Pollock*

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**The Girl with the Gallery: Edith Gregor Halpert And the Making of the Modern Art Market** Lindsay Pollock

In an era when American artists didn't count and women were expected to stay home, Edith Gregor Halpert burst onto the fledgling New York gallery scene, defying all cultural and societal rules. In 1926, Halpert, just twenty-six years old, opened one of the first art galleries in Greenwich Village and set about turning the art world upside down. Her Downtown Gallery, which she ran for forty-four years, laid the groundwork for the art market's modern era, and its aggressive promotion and sales tactics. Halpert cultivated the most illustrious art collectors of the day, invented the market for folk art, and pushed the first group of American artists working in a modern vernacular into the history books, including Stuart Davis, Jacob Lawrence, Georgia O'Keeffe, Ben Shahn, and Arthur Dove. Despite all this, Edith Halpert herself has been lost to history. Until now. In *The Girl with the Gallery*, journalist Lindsay Pollock brings Halpert and her era vividly back to life, tracing the story of how this remarkable woman, who started out a penniless Jewish immigrant, made it her mission to fight for American art and artists. Illustrated with eight pages of full color photographs, this is biography at its finest, an unforgettable story of class, money, vanity, jealousy, and tragic loss.

## The Girl with the Gallery: Edith Gregor Halpert And the Making of the Modern Art Market Details

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# **From Reader Review The Girl with the Gallery: Edith Gregor Halpert And the Making of the Modern Art Market for online ebook**

## **Walter says**

This is a great book about a woman who started with nothing and became one of the top gallery owners in NYC and was the first big dealer and believer of American art in the 30s. I am taking the knowledge of Edith and applying it to my life. I also love that I met the author at the museum and she signed my book!

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## **Amy Talluto says**

The subject matter of this biography, Edith Gregor Halpert, is a fascinating one. She was a major supporter, exhibitor and promoter of the homegrown Modernist art movement in the US. She was an amazing female entrepreneur at a time when that phrase was more than rare. The biography itself however did not do her full justice. I felt as if she were a shadow figure darting behind gauzy curtains...never pinned down, never fully characterized in a human way. Perhaps it was due to the main source of research being her gallery records, as the book reads very dryly. The text is sometimes redundant, awkward in description and characterization, and full of facts and people that fail to fully, roundly come to life. The book stands as a useful scholarly resource for a very deserving subject, but it was not the most engaging read.

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## **Vika Vicky Victoria says**

Yawn. This is a book about a pathological liar (Edith Halpert) who finagled her way to the top of the art world. However, Lindsay Pollock's narrative is very accessible and I enjoy her journalistic writing. I've read her art/culture articles in the Wall Street Journal. I think Pollock is better as a journalist than a biographical author, simply because her writing is better enjoyed in short bursts. She packs a lot of information into those WSJ articles. This book...I guess I just disliked Edith Halpert. Lindsay Pollock is cool, though. I met her once at the Park Avenue Armory.

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## **Brita says**

A very interesting biography of the very influential, but often not mentioned, gallerist Edith Gregor Halpert, who singlehandedly revolutionized the downtown art market scene. Very well written and thoroughly researched. A good read for anyone who is interested in the art market, and in particular, the development of the NY City market in competition with the European scene to establish and recognize American genres, movements and artists.

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### **Miriam "Mayang" Azurin says**

Inspiring read for gallery owners, artists , bohemians and art patrons. There's this huge story of persistence, class and fight to be relevant. This is what I want to with our small but promising gallery. I thank Lindsay for sharing Edith's story in a feast of words and smell. Edith also generously shared a lot of insights -- like she wanted all those in her train to go their sweet destination.

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### **Bonnie says**

This is a fascinating biography of an art world pioneer, a remarkable businesswoman and connoisseur. Pollock draws upon extensive archival records in presenting a meticulously detailed insider's view of Edith Halpert's development of the Downtown Gallery and her relationships with artists and collectors.

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### **Olga Vannucci says**

The hardest working gallerist,  
Edith Halpert, of Downtown,  
She developed reknown  
For American artists.

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### **Susan Weinberg says**

Very interesting biography of the woman who played a significant role in furthering the early modern art movement. She brought a unique drive and creativity to her gallery which launched many well-known artists. Very much worth reading for anyone with an interest in the arts as it presents an intimate view of the artists and the efforts to shape their legacy.

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### **Jessica Thomson says**

This book provided a nice view of the New York art scene prior to the explosion of the abstract expressionists. Halpert kept her business afloat through the depression by searching out untapped prospects such as Folk art, which she sold to wealthy clients. Halpert represented artists such Charles Sheeler, Stuart Davis, Ben Shahn, and (after Stieglitz' death) Georgia O'Keeffe.

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### **Barbara Marburger says**

Terrific read but depressing! Working in the art world, astonished at how much I did not know about this woman who dedicated her life to putting American modernist artists on the map at such a challenging time. I have long known the sticker, DownTown Gallery - but so little about the woman, Edith Halpert. A must read

for anyone making their way in the art biz.

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### **Jessica Yoder says**

Great book about a woman who revolutionized the art world and market, but is often forgotten and ignored when chronicling the history of the art world. Edith Halpert was an amazing person who championed American Art and founded one of the first galleries in New York before it was the art capital of the world. Great read for someone who has an interest in the art business and amazing woman who were pioneers in the industry.

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### **Marcia says**

This was a fascinating view of the world of art and the art dealer in NY during the 30s and beyond. I am amazed and embarrassed that I had never heard of Edith Halpert before reading this book. What an influential person she was....and what a sad ending her life had. I would have loved to have known her in her prime. I'll bet she and Georgia O'Keeffe were quite the pair!

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### **Kelly says**

This book was longer and harder to get through than I would have liked. It reads a little like a chock-full-of-information thesis turned into a book because the subject matter was somewhat interesting. However, I did end up liking it overall, but it is a little too dense and a little less exciting than I'd hoped.

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### **Alexis Stahl says**

Crammed full of information, but an eminently readable story. This biography on Edith Halpert introduced me to a remarkable person and filled in a lot of gaps in my understanding of 20th century art collecting. I cannot believe this woman was never more than a footnote in any book that I have read on collectors, galleries, museums, or artists. According to this book, she was very ahead of her time and worked tirelessly on promoting enduring and important American art. She is responsible (at least in part) for: the appreciation of early-American folk art, the "discovery" of Jacob Lawrence, the placement of many modern works into museums, and the first municipal art gallery in New York. Many of the methods she devised to promote and organize her gallery are now standard practice and still innovative. Pollack compiled this book mainly from interviews she conducted and Edith's own records kept at the Smithsonian Archives. This was important work uncovering a rarely-recognized, undeniable influence on the course of art in America.

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### **Susan says**

Perhaps I'm burning out on detailed biographies, perhaps it was the author. I enjoyed learning more about the WPA period. I have a great interest in the modern art movement and American artists. I think that as we

went through her life it was a lot if the same patterns over and over. It wore me out.

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