

is Power on Exhibition

Museum of Art

well-depicted in the drawings along with her finery, jewelry, famous chignon, and all set off by her imperious manner and bearing.

Rubinstein amassed an acclaimed collection of African and Oceanic art of the early 20th century. She perceived this as “high art” before it was commonplace to do so, displaying these sculptures in her homes and beauty salons. The

collection shows off Madame’s interest in a broad range of cultures and traditions along with variety of form. Among the works on view in this section are a 19th century Fang Mask from Gabon, an Agni funerary figure, and sublimely carved male and female wood combs from the Ivory Coast.

According to Klein, “the repetition of faces and masks is a leit-motif in Rubinstein’s collecting, with its emphasis on portraits and heads, as well as in her advertising imagery.”

Chaja, as she was originally named, was born in Krakow in 1872. She renamed herself Helena after the great beauty of ancient myth and began breaking barriers at a young age. She fled the traditionally arranged marriage common among eastern European Jews in the nineteenth and twentieth centuries and arrived in Australia in 1896 by way of Vienna where she established her first business, Helena Rubinstein & Co, producing skin creams.

“At the turn of the century the use of cosmetics – associated with the painted faces of actresses and prostitutes – was widely frowned upon by the middle class. A model of independence, Rubinstein rejected this, producing and marketing the means for ordinary women to transform themselves. Her business challenged the myth of beauty and taste as inborn, or something to which only the wealthy were entitled. By encouraging women to define themselves as self-expressive individuals, Rubinstein con-



Helena Rubinstein in front of a montage of some of the many portraits she commissioned throughout her life; clockwise from top right: Roberto Montenegro, 1941; Cândido Portinari, 1939; Marie Laurencin, 1934; Margherita Russo, 1953; Pavel Tchelitchew, 1934; Christian Bérard, 1938; and Graham Sutherland, 1957. Helena Rubinstein Foundation Archives, Fashion Institute of Technology, SUNY, Gladys Marcus Library, Special Collections.

tributed to their empowerment,” said Klein.

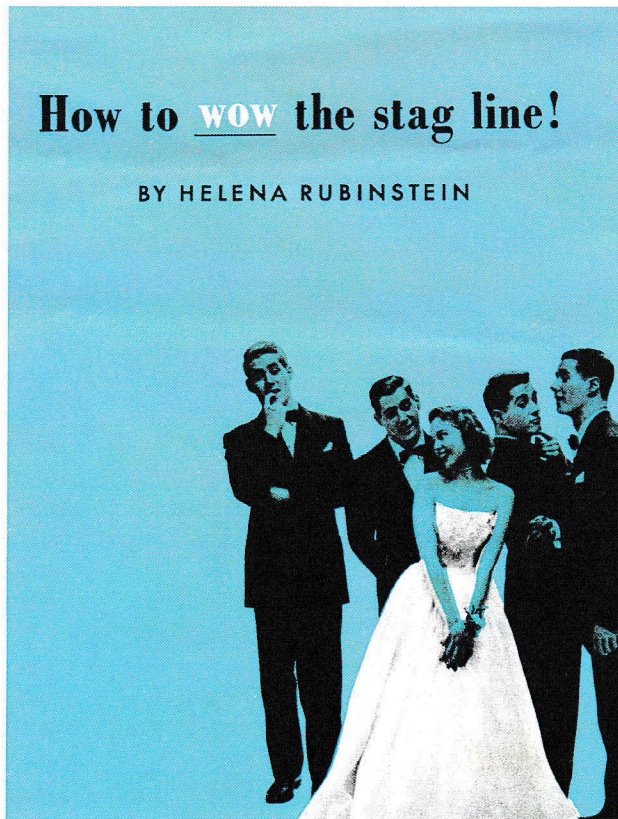
Founded in 1950 by the Art Guild of Boca Raton, the Boca Raton Museum of Art’s features collections, exhibitions, and educational programming. The Museum’s Art School, located on West Palmetto Park offers more than 100 weekly classes in a variety of media for adults and children. The Artists’ Guild remains an auxiliary of the Museum with artist-members who actively exhibit throughout the area and whose work may be seen at the Artists’ Guild Gallery on Atlantic Avenue in Delray Beach.

The Museum is open Tuesday, Wednesday and Friday from 10 AM until 5 PM, on Thursday from 10 AM until 8 PM, Saturdays and Sundays from noon until 5 PM and is closed on Monday and holidays. Adult admission is \$12, Senior Citizens are \$10, children age 12 and under and students with IDs are free.

A list of programming and events is available online at www.bocamuseum.org.

How to wow the stag line!

BY HELENA RUBINSTEIN



How to Wow the Stag Line! pamphlet, c. 1950. Photograph by Bradford Robotham.