



**WESTERN
SPIRIT**
SCOTTSDALE'S
MUSEUM
OF THE WEST

“THE ART OF JOE BEELER: A WESTERN ORIGINAL” EXHIBITION SHOWCASES ARTIST’S EPIC TALENT AND LEGACY

SCOTTSDALE, Ariz. (Jan. 16, 2018) — A new, major retrospective exhibition at Western Spirit: Scottsdale’s Museum of the West showcases the life’s work of Joe Beeler, one of Western art’s greatest talents and biggest personalities. “The Art of Joe Beeler: A Western Original” includes more than 80 paintings and bronze sculptures by the artist, as well as a recreation of Beeler’s Sedona, Arizona studio. The nearly completed painting “Into the North Wind,” which was on Beeler’s easel at the time of his death, is included in the exhibition. In addition, a joyful portrait entitled “Rememberin’ Joe” by renowned Western artist Martin Grelle is featured. The exhibition opened January 16, 2018 and remains on view through October 28, 2018.

The exhibition artworks are on loan from several institutions and private collections. These include the Jody and Monica Beeler Collection (son and daughter-in-law of the artist), The Eddie Basha Collection, the Tim Peterson Family Collection, and Woolaroc Museum, Bartlesville, Oklahoma.

Exhibition sponsors include the City of Scottsdale, the Scottsdale Tourism Development Commission, Adelante Foundation - Nadine and Eddie Basha, and Trailside Galleries of Scottsdale. The exhibition was co-curated by the museum’s Chief Curator Tricia Loscher, Ph.D. and Tim Peterson, collector and museum trustee.

The exhibition, which is located in the Nina Mason Pulliam Charitable Trust Fine Arts Gallery, is included with museum admission. Scottsdale’s Museum of the West is located at 3830 N. Marshall Way in downtown Scottsdale, Arizona.

A fourth-generation Westerner, Beeler (1931-2006) was equally admired for his artistic talent, authenticity, warm heart and sense of humor. Working in bronze, oil, pastel, watercolor, pencil and charcoal, he portrayed Plains and Southwest Native Americans, cowboys, mountain men, animals, and everyday moments of Western life.

During his long and prosperous artistic career, Beeler helped define Western art not only for his generation but future generations. He was one of four co-founders of the Cowboy Artists of America (CAA), which is recognized as one of the most influential artists’ groups in the nation’s history. The other founders (George Shippen, Charlie Dye and John Hampton) were also prominent Western artists and Arizona residents. Formed in June 1965 at Sedona, Arizona’s Oak Creek Tavern, the mission of the by-invitation-only organization is to authentically preserve and perpetuate the culture of Western life in fine art.

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“A love of horses and western history inspired Beeler to create the incidents and phases of the Old West that were portrayed by earlier artists such as Charles Russell and Frederic Remington,” commented Chief Curator Tricia Loscher, Ph.D. “Beeler’s paintings and bronzes offer a timeless motif for generations of Western painters. His images of cattlemen and rustlers are like a cast from a uniquely American romantic theater, which still thrives today in film and fiction.”

“Joe Beeler’s artworks speak volumes about a certain place and time in the American West,” commented museum Director Mike Fox. “They preserve the enduring legend of the American cowboy, its Native people and the American West. The exhibit, as well, celebrates the longtime friendship between Joe and the late Eddie Basha, an Arizona grocer and community leader, who as the leading patron of Western art beginning nearly 50 years ago, ensured the success of many Western and Native American artists.”

About the Museum

Western Spirit: Scottsdale’s Museum of the West is located at 3830 N. Marshall Way in downtown Scottsdale, Arizona. It is owned by the City of Scottsdale and managed by Scottsdale Museum of the West, a 501(c)3 nonprofit organization that relies upon private support to fund the museum’s operation.

The museum became a Smithsonian Affiliate in 2015, and was named the 2018 Reader’s Choice “Best Western Museum” in the nation by True West magazine. For more information about the museum, visit scottsdalemuseumwest.org or call 480-686-9539.

Featured Collections

Alper Bronze John Coleman Collection

Cooke Hopi Pottery Collection

Hays Legendary Cowboy Collection

Peterson Early and Contemporary Western Art Collection

Strickland Golden West Poster Collection

Museum Hours

Tues., Wed., Fri., Sat.: 9:30 a.m.-5 p.m.

Thursday: 9:30 a.m.-9 p.m., November-April

9:30 a.m.-5 p.m., May-October

Sunday: 11 a.m.-5 p.m.

Closed Monday

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Admission Prices

Adults: \$15

Seniors (65+) and Active Military: \$13

Students (Full-time with ID) and Children (6-17 years): \$8

Members and Children 5 and under: FREE

Native American Museum Guests: FREE through December 30, 2018

Thursdays, November-April: Scottsdale residents with proof of residence (e.g., driver's license, utility bill): FREE



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