

50<sup>TH</sup> ANNIVERSARY  
DESERT CABALLEROS  
**WESTERN MUSEUM**  
*Arizona's Most Western Museum*



*Equus Found – Fragments I & II*  
by Sandy Scott



*Watching the Dancers*  
by Krystii Melaine



*Cowgirl*  
by Terry Kelly Moyers



*Endless Summer*  
by Nancy Dunlop Cawdrey

**MUSEUM SHOW TURNS TOWN INTO HOT ART DESTINATION**  
***Cowgirl Up! Art from the Other Half of the West Exhibition & Sale***  
**March 26 - May 2, 2010: Wickenburg's Desert Caballeros Western Museum**

*Wickenburg, AZ* – By generating nearly a half-million dollars in sales for its artists and doubling its town's population with attendance, the Desert Caballeros Western Museum's *Cowgirl Up!* invitational exhibition and sale is putting Wickenburg on the map as a hot, new art destination – and not just in Arizona, but throughout the West.

“We are very proud of the fact that *Cowgirl Up! Art from the Other Half of the West*, in just four years, has become the most important show and sale for women artists in the West,” says Mary Ann Igna, interim director of the Museum. “With 56 artists in this year's show, you would have to travel to at least three other states and to all the other major art towns in the West to see the breadth and depth of what we will have here at one time...and in one place.”

**Lassoing a Find** It is a critical mass of art by the West's best women artists that has been discovered by avid collectors, with up-and-coming collectors now beginning to catch on, too. “This is the perfect show for what we call the ‘emerging collector,’ says Igna. “Although our goal is to raise the ‘leather ceiling’ that has traditionally held pricing down for Western women artists, those who want to collect museum quality Western art of value are still able to lasso a real find here.”

With more than 200 drawings, paintings and sculptures in the 5<sup>th</sup> annual *Cowgirl Up!* show, collectors will find a much broader scope of works than are usually found at a Western art show. “This is what makes *Cowgirl Up!* so unique,” says Museum interim director Mary Ann Igna. “We have artists stretching beyond traditional Western art to embrace the West's unique lifestyle and spirit. Of course, we also have our share of horses and steers, but even those are unusually dramatic.”

**A Spirited Roundup of Special Events** More than an art exhibition and sale, *Cowgirl Up!* is a month-long celebration that kicks off with a whirlwind weekend of events Friday, March 26 through Sunday, March 28. Opening weekend events include an “Artists’ and Patrons’ Party” on Friday evening at Wickenburg’s historic Monte Vista Ranch. On Saturday at 1:00 p.m., Sarah Burt, curator of American Western Art and curator of American Art at Joslyn Art Museum will offer a rare look at Georgia O’Keeffe, in a lecture titled *The House that Georgia Built: O’Keeffe in Abiquiu*. The lecture to be held in the Sonoran Room at Wickenburg’s Rancho de los Caballeros is free for museum members, *Cowgirl Up!* ticket holders and volunteers, and \$10 for non-members.

The 5<sup>th</sup> Annual *Cowgirl Up!*’s big opening night “Bash ‘n Bid” gala is on Saturday evening beginning at 4:30 p.m., and will feature an artists’ awards dinner and an auction of special works donated by selected artists. On Sunday morning, the very popular Chuck Wagon Breakfast is planned for 9:00 a.m., to be followed by a lively artists’ “quick draw” and auction.

*Cowgirl Up!* Patron Package tickets are \$225 per person for all Friday, Saturday and Sunday events; individual event tickets are also available. Tickets for the opening night “Bash ‘n Bid” sale and dinner only are \$150 per person and includes buyer’s ballot book. Tickets to the Chuck Wagon Breakfast, Artists’ Quick Draw and Live Auction on Sunday, March 28, are \$30 each. For reservations and/or for more information, call the Museum at (928) 684-2272, ext. 100.

**A Month-Long Exhibition and Sale** Following *Cowgirl Up!*’s opening night sale on Saturday, March 27, the show will be open to the public with general museum admission and unsold artwork will be available for purchase from Sunday, March 28 through Sunday, May 2, 2010. The Desert Caballeros Western Museum’s programs are funded in part by the Arizona Commission on the Arts, National Endowment for the Arts and the Wellik Foundation.

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### **About the Desert Caballeros Western Museum**

Named “2007-2008 Western Museum of the Year,” the Desert Caballeros Western Museum is known as *Arizona’s Most Western Museum* serving more than 52,000 visitors a year by preserving and exhibiting the art and history of the Southwest and the desert frontier. The Museum is known for its innovative programming and has an extraordinary collection including western art and American Indian arts, along with the *Hays’ Spirit of the Cowboy Collection*, one of the most complete collections of western artifacts on display in the country. The Museum’s entire lower level is devoted to a re-creation of life in Late Territorial Wickenburg and to a fascinating, permanent exhibit called *Out on the Ranch* which has been especially created with children in mind. The Museum’s *Cowgirl Up!* exhibition and sale was awarded the 2006 Governor’s Tourism Award for best special event in rural Arizona and one of the ABA’s Top 50 events in 2009.

The Desert Caballeros Western Museum is located at 21 N. Frontier Street in downtown Wickenburg. Hours of operation are Monday – Saturday, 10:00 a.m. to 5:00 p.m. and Sunday, noon – 4:00 p.m. Closed on Mondays during June, July and August. For more information, call 928-684-2272, or visit [www.westernmuseum.org](http://www.westernmuseum.org)