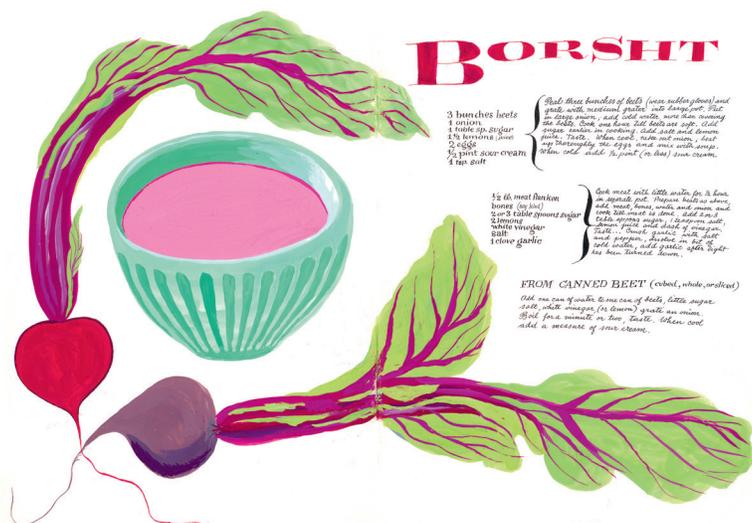


Leave Me Alone With the Recipes: The Life, Art and Cookbook of Cipe Pineles



October 17-January 21

Opening reception and book signing with editors
Sarah Rich and Wendy MacNaughton:

Tuesday, October 17, 2017 6-8pm

Curators: Wendy MacNaughton and Sarah Rich
Exhibition Advisor: Debbie Millman
Exhibition Coordinator: Abby Goldstein

Behind every celebrated work of art, there are innumerable others that never see the light of day. Such was the case with the hand-painted cookbook of Cipe Pineles, which sat unopened for decades after her death until it landed at an antique book fair, where an artist and an editor spotted its breathtaking contents and gave it a spotlight in the new book, *Leave Me Alone With the Recipes: The Life, Art and Cookbook of Cipe Pineles* (Bloomsbury, 2017).

Pineles was a 20th-century art director and graphic designer whose influence has touched generations, though few people know her name. In the 1940s, as the first female art director at Conde Nast, Pineles helped launch *Seventeen Magazine*, and in doing so, created an entirely new media category dedicated to young women. She was the first to hire fine artists for magazine illustration, among them Andy Warhol, who once called her his favorite art director.

Concurrently in 1945, Pineles was privately painting her mother's Eastern European Jewish recipes in vibrant gouache on the pages of a sketchbook she kept at home. Borscht, roast chicken, goulash and kugel accompany stunning, hand-lettered instructions—a handmade cookbook that never reached publication, until now.

Fordham University is pleased to present *Cipe Pineles: Leave Me Alone With the Recipes*, an exhibition of selected works from the new book, along with archival materials that take the viewer along on the process of publication design and art direction under one of the great creative minds of the time. Join us in celebrating Cipe—a woman, an immigrant, a hidden figure in the history of design.

Leave Me Alone with the Recipes will available for purchase at the opening reception. | cipepineles.com
Hors d'oeuvres by Russ & Daughters.

ILDIKO BUTLER GALLERY

Fordham University, Lincoln Center 113 West 60th Street at Columbus Avenue New York, NY 10023

Galleries are open 9am to 9pm everyday except on university holidays | fordhamuniversitygalleries.com

For further information on the exhibition please contact: Abby Goldstein | abgoldstein@fordham.edu