



SYNOPSIS In the early 1960s, Herb & Dorothy Vogel—a postal worker and librarian—began purchasing the works of unknown Minimalist and Conceptual artists, guided by two rules: the piece had to be affordable, and it had to be small enough to fit in their one-bedroom Manhattan apartment. They proved themselves curatorial visionaries; most of those they supported and befriended went on to become world-renowned artists. *HERB & DOROTHY* provides a unique chronicle of the world of contemporary art from two unlikely collectors, whose shared passion and discipline defies stereotypes and redefines what it means to be a patron of the arts.

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HERB & DOROTHY

The inspiring true story of an ordinary postal worker and librarian who built an extraordinary, world-class art collection

- Following Audience Award wins at the Hamptons, SilverDocs, and Philadelphia Film Festivals, *HERB & DOROTHY* enjoyed a successful limited theatrical run in markets including NY and LA, with a current box office of over \$200K.
- Featuring interviews with top artists such as Chuck Close, Robert Mangold, and Christo, the film premiered on PBS's Independent Lens October 13, 2009.
- Screenings of the film and exhibits of the Vogels' art are taking place in museums across the country: The Vogels (with the support of the NEA) have launched a national gift program entitled *Fifty Works for Fifty States*; a large portion of their collection has been given to the National Gallery of Art in DC, and 2,500 works are distributed throughout the nation, with fifty works going to a selected art institution in each of the fifty states.
- Grassroots marketing outreach will target the art collection community, minimalist and conceptual art audience, and the over-65 crowd (through AARP, etc.).
- PR campaign will include outreach to art sites and publications, as well as other cultural outlets (NPR, etc.), leveraging availability of the Vogels for interviews.

PRODUCT INFORMATION

Prebook: Nov 17

SRP: \$29.95 U.S.

FORMAT: Single

PACKAGING: Standard Amaray

LENGTH: Approx. 87 mins. + extras

GENRE: Documentary

YEAR: 2008

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WIDESCREEN: No

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