



NEWS RELEASE

“Artist studios, estates, and foundations need a single, complete communications partner who can seamlessly, and with elegance and impact, handle reputation and brand. Our collaboration seeks to address this gap in the field.”

Brent Foster Jones

Brent Foster Jones and MacFadden & Thorpe are delighted to announce a collaboration to provide artist studios, estates, and foundations with a fully integrated communications partner. The collaboration fills a gap in the field, providing executive directors and teams responsible for an artist’s work and legacy with a single consultancy to oversee reputation and brand; combining all aspects of strategy/public relations: positioning and messaging, media relations, content, special events, and social; with identity design, digital, advertising, photography, publications, and films.

The notion of a verbal and visual collaboration arose from a shared interest among the principals in modern and contemporary art and architecture, particularly that of California and the West. Brent lives and works in Los Angeles; Brett and Scott in the San Francisco Bay Area. All three have taught at California College of the Arts (CCA), a leading, progressive art, architecture, and design college, founded in 1907. Brent lectured in the undergraduate and graduate writing programs (2004 to 2006); Brett and Scott are senior faculty who have taught continuously in the undergraduate and MFA design programs since 2010.

“I have known and worked with Brett and Scott for nearly a decade, and we share a deeply felt interest in the art and artists of California, from post-war abstraction, to Light and Space, to new socially-concerned tendencies,” said Brent whose hybrid public relations and content office specializes in post-war art and 21st century artists and thinkers. A writer and strategist who completed his graduate work in writing with coursework in visual criticism and contemporary art at CCA, Brent has provided strategy and public relations advice and guidance to the Jack Tworikov Estate, the Jay DeFeo Foundation, the Mary Ann Unger Estate,

the Richard Diebenkorn Foundation, and contributed to the legacies of John McLaughlin, Hedda Sterne, and Wayne Thiebaud. “We are invested in writing and design as not only practices, but as social and civic acts, and the goal of the collaboration is to provide clients with a trusted, complete communications partner that executes and delivers with elegance and impact.”

“We see design as an essential part of our cultural language, with the power to inform, clarify, and charm,” says MacFadden & Thorpe, who are known for their multidisciplinary design work in the cultural field. The studio’s range of projects, much of it centered around the cultural landscape, includes work for SFMOMA, Yerba Buena Center for the Arts, McEvoy Foundation for the Arts, The Thing Quarterly, the Richard Diebenkorn Foundation, and The Oxbow School. “We deeply enjoy collaborating with Brent’s office, as narrative and storytelling are essential components of any brand, and a ground-up collaboration between the visual and verbal content is the best way to ensure a consistent, seamless identity.”

## **BACKGROUND**

The offices began working together in 2016 on behalf of the Richard Diebenkorn Foundation. They have provided the Foundation with communications advice, guidance, content, and creative work—including public relations, crisis communications, design, films, digital, and social. In a close and ongoing partnership with the Foundation’s Head of Public Engagement and Digital, an encyclopedic [diebenkorn.org](http://diebenkorn.org) site was built, featuring approximately 3,400 unique works, advanced search functionality and new original scholarly content. The site served as the destination for the artist’s centennial celebration, [#Diebenkorn100](https://twitter.com/Diebenkorn100). The offices also collaborated to freshly elevate The Oxbow School in Napa, California via a multi-platform program including positioning and narrative, a visually-striking viewbook, and a series of original short films.

On the new offering, Brent said: “In the 2000s, I began providing public relations guidance to estates, trusts and foundations of post-war California artists. I later began advising the gallery Van Doren Waxter, which cultivates a program of 20th and 21st century artists with a focus on American Abstraction, such as Richard Diebenkorn and Hedda Sterne, alongside contemporary makers like Katsura Funakoshi, Brian Rochefort, and Mariah Robertson. More recently, I have assisted the Mary Ann Unger Estate to place the pioneering sculptor in art history and current contexts. Together with MacFadden & Thorpe, who I have successfully partnered with for almost a decade—and a growing roster of specialists, including art historians, archivists, photographers—our offices are now providing unique operations, tailored to the specific needs of artist estates, trusts, and foundations.”

## **FOR MORE INFORMATION**

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