

american
contemporary
art **GALLERY**



Tossing, 1972. Oil on canvas, 40 × 30 in. (101.60 × 76.20 cm)

© Adolph and Esther Gottlieb Foundation/ Licensed by VAGA at Artists Rights Society, New York, NY.

Press Release

August 20, 2025

Horn, Switzerland

Adolph Gottlieb

Different Times Require Different Images

September 18, 2025 – January 31, 2026

Adolph Gottlieb

Different Times Require Different Images

Curated by Sanford Hirsch, Executive Director, Adolph & Esther Gottlieb Foundation, New York

The american contemporary art GALLERY inaugurates its new lakefront space in Horn, Switzerland, with *Different Times Require Different Images*, an exhibition of works by Adolph Gottlieb (1903–1974), one of the central figures of American Abstract Expressionism.

Bringing together paintings and works on paper from 1950 to 1973, the exhibition highlights four major series — the Pictographs, the Labyrinths, the Imaginary Landscapes, and the Bursts. The presentation underscores Gottlieb’s conviction, shared with his friend Mark Rothko, that painting must embody “the simple expression of complex thought.” Gottlieb and Rothko worked closely together throughout the 1940s; both were founding members of the group later known as “The Irascibles” and co-authored the 1943 letter to *The New York Times*, a landmark manifesto of Abstract Expressionism. For Gottlieb, painting was not decoration but a means of addressing subjects of universal significance and lasting human resonance.

Sanford Hirsch, who has collaborated with the gallery since 1994, curates the exhibition and contributes an accompanying catalogue essay. “Gottlieb’s career is defined by independence and commitment,” Hirsch writes. “At each stage, he broke with his own success to search for an image that could resonate with the urgency of its moment.”

The title of the exhibition, drawn from Gottlieb’s own words, reflects his belief that art must continually reinvent itself in response to shifting historical realities — a principle that guided him from his early explorations in the 1930s through the late paintings of the 1970s.

Installed within the gallery’s new lakefront architecture in Horn, the exhibition offers visitors a contemplative setting in which to encounter Gottlieb’s work. Terraces overlooking the water create a dialogue between painting, landscape, and light, echoing the artist’s fascination with elemental forces.

The exhibition is accompanied by a fully illustrated catalogue published by the gallery, featuring Sanford Hirsch’s essay and a selection of archival photographs.

About the Artist

Adolph Gottlieb was a founding figure of Abstract Expressionism and a member of the group of artists later known as *The Irascibles*. His friendships and exchanges with peers such as Mark Rothko, Barnett Newman, and Milton Avery shaped the intellectual and artistic framework of his career. In 1963, Gottlieb was awarded the Grande Prêmio at the São Paulo Bienal, becoming the first North American artist to receive the honor.

His work is represented in the permanent collections of the Museum of Modern Art, New York; Solomon R. Guggenheim Museum, New York; Whitney Museum of American Art, New York; Tate, London; Centre Pompidou, Paris; and many other institutions worldwide.

The american contemporary art GALLERY has represented Adolph Gottlieb and the Adolph & Esther Gottlieb Foundation in Europe since 1994.

Exhibition Information

Adolph Gottlieb

Different Times Require Different Images
18 September 2025 – 31 January 2026

american contemporary art GALLERY Switzerland AG
Seestrasse 32, 9326 Horn TG, Switzerland



Press Contact
Monica Koeppl
info@acagsag.ch
+41 (0) 79 473 04 25
americancontemporaryartgallery.com

Horn
Seestr. 32
9326 Horn TG, Switzerland

american contemporary art GALLERY
Switzerland AG

München
Maximilanstr. 29
80539 Munich, Germany

TH Fine Art e.K.

Gallery Information

american
contemporary
art **GALLERY**

Established 1986

Representing

Sam Francis
The Collection of Margaret and Augustus Francis

Adolph Gottlieb
The Adolph & Esther Gottlieb Foundation

Hans Hofmann
The Renate, Hans & Maria Hofmann Trust

Charles Pollock
Charles Pollock Archives

Richard Pousette-Dart
The Estate of Richard Pousette-Dart

Other Artists Shown

Norman Bluhm
Willem de Kooning
Grace Hartigan
Franz Kline
Lee Krasner
Joan Mitchell
Jackson Pollock

Augustus Francis
Osamu Kobayashi
Philip Smith

Member of BVDG, Bundesverband Deutscher Galerien und Kunsthändler e.V.