



Altria

Innovator, modernist, visionary: Charles Sheeler was the quintessential American artist for the dawning twentieth century. With a precise, highly resolved technique, he produced a body of work that linked traditional iconic forms to those of an industrial future. Sheeler rightly perceived the role that industry and technology would play in the lives of Americans, and his work offers us contrasting views of old and new. Through his eyes we see the city as a magnificent landscape, the factory as a place of mystery, and the traditional farmhouse as a study in abstracted forms.

Altria Group, Inc.—the parent company of Kraft Foods, Philip Morris U.S.A., and Philip Morris International—is honored to sponsor this select and highly representative body of Sheeler’s work. *Charles Sheeler: Across Media* presents us with a previously unexplored understanding of the artist’s broad use of materials and interprets the subtle yet forceful connections between the works that he created within each of his various working methods.

For five decades the Altria family of companies has supported the creative process in its communities around the world. We have been firm believers in the connecting links between art, commerce, design, and technology. We are proud to support the curatorial programs of the National Gallery of Art and to help the Gallery present the work of the accomplished visionary Charles Sheeler to audiences across the United States.

Jennifer P. Goodale  
*Vice President, Contributions*  
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