

Hall W. Rockefeller b. 1993, New York, NY

## Bio

Hall W. Rockefeller is an art critic, speaker, and advisor specializing in the work of women artists. She is the founder and director of [Less Than Half](#), an online platform dedicated to bringing women into the art market as supporters of female artists. She frequently leads tours, moderates panels, and gives lectures on the subject of women in the arts. She holds both a Bachelor's and a Master's degree in art history and wrote her MA thesis on the weavings of Anni Albers.

## Education

Courtauld Institute of Art (London, UK), MA in Art History with Distinction  
Yale University (CT, USA), BA in Art History with Distinction

## Projects

Less Than Half ([lessthanhalf.org](http://lessthanhalf.org)) - 2017-present

-Online publication and art advisory focusing on the work of women artists

-50 Women Project ([lessthanhalf.org/50-women-project](http://lessthanhalf.org/50-women-project)) - 2020-2021

-profiles of American female artists from coast to coast. Each chapter highlights four women artists working in a city or region outside of New York and LA.

-Less Than Half Salon ([www.lessthanhalf.network](http://www.lessthanhalf.network))

-Less Than Half Collectors Circle (<https://lessthanhalf.org/collecting>)

## Curatorial

City of Women - NYC Culture Club - co-curator with Shannon Bender- March 2023

Impact: Project Healthy Minds - Artsy - Curatorial Partner - March 2022

## Collecting Talks

“Investing in Women Artists” at Future Fair - May 2023

How to Buy Art You Love - for Artfare - September 2022

Women Artists and the Art Market - with NADA at Marinaro Gallery - May 2022

How to Navigate the Art Market as a New Collector - NADA Art Fair- May 2022

Women Artists Pushing New Frontiers: The Art World and Web3 - the 4th Floor - May 2022

How to Start Your Art Collection - Rockefeller Capital Management - March 2022

## Lectures & Talks

“A Conversation with Rona Pondick” for the Cultivist - April 2023  
“Global Women’s Art Collectives” for WO Foundation - March 2022  
In conversation with MAD curator Elissa Auther, fundraiser for Nest - December 2021  
Feminist Art Club (on Clubhouse) with Elisabeth Condon- November 2021  
“Women in Public” as Traphagen Alumni Speaker at Yale University - October 2021  
“Susannah Martin: Endlich Frei” at Kunstverein Familie Montez (Germany) - March 2021  
“An Alternative History of Art” for Women of Culture - March 2021  
“Myth Busting: Debunking the Myths Surrounding Female Artists” for Women of Culture - April 2020  
“Meet Over Lunch: The 50 Women Project” at Residency Unlimited - July 2020  
“An Unexpected Synergy: Anni Albers and the Ancient Medium of Weaving” at the National Arts Club - November 2019  
“The Life and Art of Eva Hesse” for the Dead Ladies Show - January 2019  
“Anni Albers and the Modernist Grid” at ReViewing Black Mountain College, NC - September 2017

#### Panels

Latela Curatorial with Rose Jaffe, Christl Stringer, and Deborah Grayson - October 2021 (as moderator)  
“Women in the Arts” for Bonhams - December 2020 (as panelist)  
Yale Club of New York City, conversation with Yale MFA Alumnae - November 2019 (as moderator)  
Carvalho Park, conversation with Rosalind Tallmadge and Rachel Mica Weiss - October 2019 (as moderator)  
Tiny Pricks Project, conversation with Diana Weymar - September 2019 (as moderator)  
Summer Salon, conversation with Montage Mädels Art Collective - June 2019 (as moderator)

#### Tours

“Labyrinth of Forms” Whitney walk-through with Women of Culture - January 2022  
“By Women, For Tomorrow’s Women” Sale tour at Sotheby’s Headquarters - March 2019  
“Lunchtime Talk: Cezanne’s *Mont Ste. Victoire with Large Pine*” at the Courtauld Gallery, London, UK - February 2017  
“Bartolomé Esteban Murillo’s *Four Figures on a Step*” gallery tour at Cleveland Museum of Art, OH, USA - July 2016

#### Podcasts & Live chats

*Hyde or Practise* - November 2021  
*Beyond the Paint with Bernadine* - November 2021  
*More Than a Muse* on Linda Nochlin- October 2021

Anois Art - Instagram Live - July 2021

K12 Art Chat - July 2021

Art Uncovered - January 2021

More Than a Muse - December 2020

Unladylike, "What's Your Problem?" on Instagram Live - December 2020

#### Catalogues Essays

"Fatimah Burnes: Subcutaneous" - High Noon Gallery - June 2023

"Painting the Virtual Mind" - Susannah Martin - November 2022

Introduction & interview with the artist for *Juanita McNeely* - James Fuentes Press - September 2022

["When it's the Cosmos You're Dealing with, What is Art History?"](#) for the Vivian Springford Archive

Anna-Lena Winterberger at Gallery 53 - October 2019

Hanna von Goeler: *Reverse/Alchemy* at High Noon Gallery - September 2019

Kennedy Yanko: *Highly Worked* at Denny Dimin Gallery - February 2019

#### Publications & Writing

Journal of Connecticut Art - forthcoming

*Ursula* (Hauser + Wirth), Epitaph: Juanita McNeely - April 2024

*Harper's Bazaar* "Can Matronage Shift the Art World's Gender Imbalance?" - February 2024

*Hyperallergic*, Suzanne Valadon Was Her Own Muse - February 2024

*Hyperallergic*, ["Remedios Varo's Strange and Mysterious Universes"](#) - October 2023

*Hyperallergic*, ["It's Time to Rewrite the Canon of Women Artists"](#) - May 2023

*Hyperallergic*, ["Why is No One Talking About Artist-Daughters?"](#) - March 2023

*Hyperallergic*, ["For Women Artists, Studio Visits Can Be Risky Business"](#) - December 2022

*Hyperallergic*, ["Amusing Stories About the Muses of Art"](#) - November 2022

*Hyperallergic*, ["Jeff Koons Doesn't Get It"](#) - July 2022

*Hyperallergic*, ["The 'Witch' Who Shot Andy Warhol's Marilyns"](#) - May 2022

*Hyperallergic*, ["A Rehang of Hopper's Iconic 'Nighthawks' Changes the Game"](#) - March 2022

*Hyperallergic*, ["Why the Word Forgotten isn't Helping Women Artists"](#) - February 2022

Doodles Academy blog, ["Women's Art History is Art History"](#) - February 2022

*Hyperallergic*, ["Why Frida Kahlo Still Isn't a Great Woman Artist According to the Market"](#) - November 2021

*Hyperallergic*, ["Give Jeanne-Claude her Rightful Credit"](#) - September 2021

*Hyperallergic*, ["What Art by Neanderthals Teaches Us About Our Own Gender Bias"](#) - July 2021

*Performa*, ["Pauline Curnier-Jardin: Fat to Ashes"](#) - June 2021

*Harvard Review*, "[Self-Portrait by Celia Paul](#)" - March 2021  
*Brooklyn Rail*, "[Julia Christensen's Upgrade Available](#)" - October 2020  
*BOMB*, "[Nancy Princenthal's Unspeakable Acts](#)" - June 2020  
*Sculpture Magazine*, "[Beverly Pepper](#)" - June 2020  
*Performa*, "[Ja'Tovia Gary](#)" - March 2020  
*Sculpture Magazine*, "[Rona Pondick: Civilizing the Self](#)" - November 2019 (cover story)  
*Performa*, "[Madeline Hollander](#)" - September 2019  
*Hyperallergic*, "[When It Comes to Female Artists, the MTA Has a Better Track Record than NY's Top Museums](#)" - April 2019

[ThoughtCo.](#) - art history "expert" monthly contributor 2018-2019

#### Press & Interviews

Artsy, [8 Curators Share Insights on the Artists of the Project Healthy Minds Benefit Auction](#) - March 2022  
Project Healthy Minds, "[PHM and Artsy announce Partnership in Celebration of Women's History Month](#)" - March 2022  
*Artnet News*, "[Art Programming for Former U.S. Prisoners Is Practically Nonexistent. Here's Why That Should Change](#)" - February 2022  
*Pretty Progressive*, "[Experts Tell Us the Best Feminist Books for Book Clubs](#)" - 2021  
*Fox and Bunny*, "[Conversation with Art Critic Hall W. Rockefeller](#)" - 2021  
*Thrive Global*, "[Hall W. Rockefeller](#)" - May 2021  
*Art Frankly*, "[Frank Talks: Hall W. Rockefeller, Art Critic, Writer, and Founder of less than half](#)" - August 2020  
*Artnet News*, "[15 Things Not to Miss in New York's Art World This Week](#)" - December 2019

#### Fellowships & Internships

Warshawsky Fellow, Cleveland Museum of Art, OH- 2016  
Intern, Rosenberg & Co. Gallery, NY - 2015  
Intern, Marina Abramovic Institute, NY - 2014

#### Awards & Grants

Saint Anthony Education Fund Grant - January 2019

#### Other

Represented by Kate Ellsworth at Tannenbaum International Literary Agency

**Advisor - Budget Collector - 2021-present**

**Advisor - Apostrophe - 2022-present**

**Guest Critic - NYC Crit Club - June 2022**

**Selection Committee - Silver Art Projects Residency Open Call- May 2021**

**Visiting Critic - Residency Unlimited - July 2021**

**Visiting Critic - Residency Unlimited - September 2019**

**Visiting Critic - NARS Foundation - September 2019**

### **Languages**

**Spanish - level C1 (fluent), French - level B2 (proficient), German - level A2 (basic)**