

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 for female artists, which includes the [Less Than Half Salon](#), a virtual community dedicated to learning about the work of women artists, and [Less Than Half Advisory](#), which helps women learn to collect (women artists) with confidence through webinars, online courses, and group masterclasses. 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) - 2017-present

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

-50 Women Project (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)

-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

“Fatemah 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

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

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)