

## The Menil Collection and Eureka Heights Brewery Announce a New Art-Inspired Beer

*Hopps Hopps Hopps will be available at Eureka Heights Brewery for the duration of the Menil's exhibition The Curatorial Imagination of Walter Hopps*



HOUSTON—*March 9, 2023*—The Menil Collection and Eureka Heights Brewery are pleased to announce **Hopps Hopps Hopps**, a new limited-edition beer inspired by *The Curatorial Imagination of Walter Hopps*, an exhibition on view at the Menil March 24–August 13, 2023.

An exclusive first tasting will take place at the museum's member opening for the exhibition, and all are invited for a public launch of the beer at a special Menil-themed trivia night at Eureka Heights (941 W 18th St.) on **Wednesday, March 29, at 7 p.m.**

Celebrating the Menil's show, which spotlights the influential curatorial vision of the museum's first director Walter Hopps (1932–2005), Eureka Heights created a limited release brew named after Edward Kienholz's 1959 assemblage-portrait and sculpture *Walter Hopps Hopps Hopps*. The title references Hopps as "the third," named after his father and grandfather. Close friends Kienholz and Hopps cofounded the Ferus Gallery, which is now legendary for establishing Los Angeles as a center for contemporary art. **Hopps Hopps Hopps** is a hops-forward West Coast Lager using Strata hops to give the beer a bright citrus flavor, a nod to Hopps's California roots.

The beer's label is also a reflection of the Menil's show, depicting a hop plant wearing Hopps's signature black-framed glasses with a Pop art-themed background that is an homage to Joe Goode's painting *Untitled*, ca. 1962. Hopps's 1962 exhibition, *New Painting of Common Objects*, was the first museum survey of what became known as Pop art. Artists like Goode, Philip Hefferton, and Ed Ruscha critiqued the rapidly expanding worlds of mass media and advertising by adopting their bright colors and stylized representational forms. Works by all of these artists will be on view at the Menil in *The Curatorial Imagination of Walter Hopps*.

**Hopps Hopps Hopps** can be purchased on tap or in a 16 oz four-pack at Eureka Heights beginning March 24 while supplies last. A portion of the proceeds benefit the Menil, which is free and open to all. Cans of the beer will be available at select museum events throughout the run of the exhibition.

### **About the Menil Collection**

Philanthropists and art patrons John and Dominique de Menil established the Menil Foundation in 1954 to cultivate greater public understanding and appreciation of art, architecture, culture, religion, and philosophy. In 1987, the Menil Collection's main museum building opened to the public. Today, the Menil Collection consists of a group of five art buildings and green spaces located within a residential neighborhood in central Houston. The Menil remains committed to its founders' belief that art is essential to human experience and fosters direct personal encounters with works of art. The museum welcomes all visitors free of charge to its buildings and surrounding green spaces. [menil.org](http://menil.org)

### **About Eureka Heights Brewery**

Established in 2016, Eureka Heights was forged in the dark depths of the Eureka Heights fault line and the hellfire of Houston summer. Once emerged, we spent years on a spirit quest some guy at the gas station recommended we try. Then we decided we wanted to make some beer. Years later, we continue our efforts to make interesting, approachable beer for our community. [eurekaheights.com](http://eurekaheights.com)

### **Press Contacts**

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