USE THESE FUN ACTIVITIES, GAMES, AND QUESTIONS TO EXPLORE THE EXHIBITIONS OF PACIFIC STANDARD TIME.

Mix and match museums and guides to customize your own tour of Pacific Standard Time’s many exhibitions. There are seven guides—choose just one or try them all!

- CULTURAL IDENTITY
- DESIGN
- LIGHT AND SPACE
- PERFORMANCE ART
- PHOTOGRAPHY AND PRINTMAKING
- POLITICS
- SOUTHERN CALIFORNIA

KNOW WHICH MUSEUMS YOU’LL BE VISITING?
Check out our list of recommended guides on the back cover.

REMEMBER TO BRING A PENCIL!
PENS, MARKERS, AND CRAYONS AREN’T ALLOWED IN MOST MUSEUM GALLERIES.
After the destruction of many cities during World War II and the influx of a number of immigrant artists to the United States, New York City was considered the art capital of the world. The New York artists, galleries, schools, and critics produced work that was recognized and celebrated around the world. The museums and important art critics who lavished attention on East Coast artists largely ignored the West Coast. Because they didn’t feel like anyone was paying attention to them, the artists in Southern California felt free to experiment with themes and topics in their art that directly related to current events and the political struggles that they saw around them. Use this guide to explore how Southern Californian artists were engaging with politics through their art.

Many counterculture groups developed and grew in Southern California. They were dedicated to exposing and challenging traditionally held assumptions about class, race, gender, and war. Artists working with or adjacent to these activist groups used their art to promote these agendas.

As you walk through this exhibition look for works with political content. Make note of the way the work seems to support the following:

- CIVIL RIGHTS
- CHICANO LABOR MOVEMENT
- GAY LIBERATION
- FEMINISM
- ENVIRONMENTAL ACTIVISM
- ANTIWAR PROTEST

Some art is meant to challenge the viewer. The idea is that if you are provoked or surprised, you will engage with the art in a more immediate way than if it was just pleasing to look at. It is meant to make you react with an opinion—to motivate you into taking action. By inspiring debate with or about their art, the artist becomes an activist.

Find an example of a work that challenges you and try to figure out what the artist wants to communicate to the viewer.

How is this work provoking? Is it the image, the message or slogan, or the subject matter? What does your reaction say about your political beliefs?
CELEBRATE POLITICS!

In the 1960s and ‘70s, artists and students staged protests and made art to express their discontent with government policy in ways that had not been seen before in US history. Use this timeline to explore the relationship between the art being produced and the incredible amount of activism that was accomplished by young people in Southern California.

1964 In Vietnam, Gulf of Tonkin Incident results in US government’s sending additional troops and the beginning of combat.
1965 Artists’ Protest Committee is started in Los Angeles to protest Vietnam War. The Watts Riots leave 34 people dead, 1,032 injured, and 3,438 arrested over the course of six days. Los Angeles County Museum of Art (LACMA) opens. It is the city’s first encyclopedic art museum.
1967 President Johnson visits LA and 10,000 people march on Century City to protest his war policies. Protest results in a bloody clash with police.
1968 Assassination of Martin Luther King Jr. in Memphis, Tennessee. Assassination of Robert Kennedy in Los Angeles. Chicano students in East LA stage a walkout to protest the unequal conditions of LA high schools as well as political conditions in the US.
1969 A catastrophic oil spill in the Santa Barbara Channel results in a rise in environmental activism. First Ethnic Studies departments in the US established at San Francisco State University and University of California, Berkeley.
1970 Brown Berets organize the Chicano Moratorium, an antiwar demonstration in East LA that results in a violent confrontation with police and the death of journalist Ruben Salazar. In the aftermath, the first official Chicano mural programs are launched.
1971 The Sylmar earthquake rocks Southern California, 65 people perish. Los Angeles underground activist newspaper, The Red Tide, is founded at University High School.
1972 Hundreds of high school students protest the school administration’s decision to suppress The Red Tide.
1974 As a result of the Watergate scandal, President Richard Nixon resigns office and moves to Orange County.
1977 The Punk movement grows in Los Angeles; local artists contribute to its development.
1979 Museum of Contemporary Art (MOCA), the first museum devoted to contemporary art in Los Angeles, is founded.
1981 Urban revitalization program in downtown LA results in massive demolition and the construction of several new skyscrapers on Bunker Hill.
1984 A public art campaign is launched to celebrate the Olympics in LA.

DISCUSS

Political art (including posters) has always been a medium for communication. In the past few years, however, social media has developed as an inexpensive and effective way to communicate ideas. How has social media been used to mobilize people for protests in the US and internationally? How can artists insert themselves and their work into social media platforms?

ACTIVITY

Draw your own political poster in the space below. Use a composition or symbol that you saw in the exhibition. Choose a topic and create your own slogan. Remember to use a bold, simple font and an image that is clear and straightforward.
Planning a visit to these museums? Here’s a list of recommended family guides!

**CULTURAL IDENTITY**
- Autry National Center
- California African American Museum (CAAM)
- California State University Northridge Art Galleries
- Chinese American Museum
- Fowler Museum, University of California, Los Angeles
- Hammer Museum, University of California, Los Angeles
- Japanese American National Museum
- Los Angeles County Museum of Art *(Asco: Elite of the Obscure, A Retrospective, 1972–1987)*
- Museum of Latin American Art (MOLAA)
- Vincent Price Art Museum, East Los Angeles College

**DESIGN**
- A+D Architecture and Design Museum
- American Museum of Ceramic Art (AMOCA)
- Craft and Folk Art Museum (CAFAM)
- Eames House Foundation
- Huntington Library, Art Collections, and Botanical Gardens
- Japanese American National Museum
- MAK Center for Art and Architecture at the Schindler House
- Mingei International Museum
- Museum of Art, Design and Architecture, University of California, Santa Barbara
- Sam and Alfreda Maloof Foundation for Arts and Crafts
- Santa Monica Museum of Art
- Scripps College, Ruth Chandler Williamson Gallery

**PERFORMANCE ART**
- 18th Street Arts Center
- Crossroads School, Sam Francis Gallery
- LAND (Los Angeles Nomadic Division)
- Laguna Art Museum
- Long Beach Museum of Art (LBMA)
- Los Angeles Contemporary Exhibitions (LACE)
- Los Angeles County Museum of Art (LACMA) *(Asco: Elite of the Obscure, A Retrospective, 1972–1987)*
- Museum of Contemporary Art (MOCA) *(Under the Big Black Sun: California Art 1974–1981)*
- Orange County Museum of Art
- Otis College of Art and Design, Ben Maltz Gallery
- Pomona College Museum of Art
- University Art Gallery, University of California, Irvine *(The Radicalization of a ‘50s Housewife: A Solo Project by Barbara T. Smith)*

**POLITICS**
- 18th Street Arts Center
- Fisher Museum of Art, University of Southern California
- Fowler Museum, University of California, Los Angeles
- Long Beach Museum of Art (LBMA)
- Los Angeles Contemporary Exhibitions (LACE)
- Los Angeles Municipal Art Gallery
- Museum of Contemporary Art (MOCA) *(Under the Big Black Sun: California Art 1974–1981)*
- Museum of Latin American Art
- ONE National Gay & Lesbian Archives
- Otis College of Art and Design, Ben Maltz Gallery
- University Art Gallery, University of California, Irvine
- University Art Museum, California State University, Long Beach
- Watts Towers Arts Center

**LIGHT AND SPACE**
- Hammer Museum, University of California, Los Angeles
- Laguna Art Museum
- Los Angeles County Museum of Art (LACMA) *(Mural Remix: Sandra de la Loza)*
- Museum of Contemporary Art San Diego
- Pomona College Museum of Art
- Frederick R. Weisman Museum of Art, Pepperdine University

**PRINTMAKING AND PHOTOGRAPHY**
- California Museum of Photography, University of California, Riverside
- California State University Northridge Art Galleries
- Fisher Museum of Art, University of Southern California
- Fowler Museum, University of California, Los Angeles *(Icons of the Invisible: Oscar Castillo)*
- The Getty Center *(In Focus: Los Angeles, 1945–1980)*
- The GRAMMY Museum
- Museum of Contemporary Art (MOCA) *(Naked in Hollywood: Weegee in Los Angeles)*
- Norton Simon Museum
- Palm Springs Art Museum
- University Art Museum, California State University, Long Beach

**SOUTHERN CALIFORNIA**
- 18th Street Art Center
- Los Angeles Municipal Art Gallery
- Natural History Museum
- Pacific Asia Museum
- Santa Barbara Museum of Art
- Watts Towers Arts Center

For more information, please visit www.pacificstandardtime.org