



Press Contacts

Ruder Finn Arts & Communications Counselors

Rachel Bauch (310) 882-4013 / bauchr@ruderfinn.com

Whitney Snow (212) 583-2743 / snoww@ruderfinn.com

THE UNPRECEDENTED CULTURAL CELEBRATION *PACIFIC STANDARD TIME: ART IN L.A. 1945-1980* ENDS WITH A FREE DAY AND LEAVES BEHIND AN INVALUABLE LEGACY

Six Months of Epoch-Making Explorations and Discoveries End on March 31 with a Day of Free Admission and Special Events at 19 Partner Institutions

LOS ANGELES, CA, MARCH 21, 2012— On March 31, nineteen museums across Southern California will offer free admission and special programs to mark the completion of *Pacific Standard Time: Art in L.A. 1945–1980*, the landmark cultural initiative that has profoundly changed perceptions of Southern California art and the role of Los Angeles as an art capital. Since October 2011, *Pacific Standard Time* has featured work by more than 1300 artists and introduced an array of exhibitions, performances, concerts, film screenings and related events—spanning media from ceramics to video; movements from L.A. Pop to conceptualism; and themes from cultural identity and politics to the history of artist collectives in Southern California.

Audiences, critics and project partners agree that *Pacific Standard Time*, which brought together more than 60 cultural institutions, including museums, performance and programming venues, and 75 galleries across Southern California, leaves behind an invaluable legacy of scholarship and publications, public enthusiasm, newly realized artworks and civic pride throughout Southern California. *Pacific Standard Time* will also be preserved on its website, pacificstandardtime.org, giving people a central hub at which to revisit some the exhibitions and programs that shaped the initiative.

As a gesture of appreciation to the Southern California community for embracing *Pacific Standard Time*, participating museums including the Los Angeles County Museum of Art, Chinese American Museum, the Eames House Foundation and 16 other institutions with *Pacific Standard Time* exhibitions still on display will offer free admission on March 31 with funding provided by the Getty Foundation.

“We are immensely grateful to the people of Los Angeles, our sponsors and all of our partners at museums across Southern California for making *Pacific Standard Time* one of the most comprehensive and exciting art initiatives in recent memory,” said Jim Cuno, President and CEO of the J. Paul Getty Trust. “The creative momentum of *Pacific Standard Time* has strengthened the Los Angeles cultural community and inspired a new era of civic engagement with the arts. *Pacific Standard Time* serves as a testament to what is possible when art brings an entire region together.”

“Bank of America is proud to have been the presenting sponsor of *Pacific Standard Time*, helping to showcase Southern California’s rich cultural history,” stated Janet Lamkin, President, Bank of America California. “Los Angeles is one of the great creative centers of the world. We believe that supporting the arts here contributes to a climate where innovation flourishes, economies grow, and people, businesses and communities thrive.”

In addition to offering free admission on March 31, the following partner institutions will host a number of special closing day events for the public (please check museum web sites for additional details).

- The Los Angeles County Museum of Art (LACMA) will host a free live concert by the Surf-City band, featuring members of Brian Wilson’s band and Jan & Dean, to celebrate the LACMA exhibitions *California Design, 1930-1965: Living in a Modern Way* and *Maria Nordman Filmroom: Smoke, 1967 - Present*.
- The California African American Museum will host a Validancin’ Party in honor of its exhibition *Places of Validation, Art & Progression*, including a talk by Ulysses Jenkins and the screening of three of his documentary videos, and a dance party with food, drink and music from the 1960s and 70s.,.
- In conjunction with the exhibition *Breaking Ground: Chinese American Architects in Los Angeles 1945-1980* at the Chinese American Museum, visitors can participate in CHALK ART, a sidewalk art mural activity, inspired by L.A.’s iconic skyline.
- The Eames House offers a unique opportunity for adults and children to explore the design principles and processes of Charles and Ray Eames from inside the Eames House during *Eames House Design Camp: Making the Connections* (reservations required).
- The J. Paul Getty Museum will provide guided viewings of *In Focus: Los Angeles, 1945-1980*, including a discussion.
- Receptions will take place in conjunction with *Pacific Standard Time* exhibitions at the American Museum of Ceramic Art, Scripps College’s Ruth Chandler

Williamson Gallery, Pomona College Museum of Art and the Pasadena Museum of California Art.

Jointly initiated by the Getty Foundation and the Getty Research Institute in 2002 as a research project, *Pacific Standard Time* evolved into more than 60 exhibitions presented by cultural institutions across Southern California in a pioneering effort to preserve, explore and redefine Southern California art from the post-World War II era through the turbulent 1960s and 1970s. With grants from the Getty Foundation totaling more than \$11 million, what began as a collaborative effort to preserve the archival record of the milestones in this region's artistic history expanded into a great creative landmark in itself.

One of the most tangible legacies of *Pacific Standard Time* is ground-breaking scholarship about all the types of art that flourished in Southern California during the period, with 40 exhibition catalogues published to date. This abundance is certain to be a major resource for future research endeavors chronicling the course of art in the post-war era.

"*Pacific Standard Time* is the result of an ambitious and remarkably collegial collaboration among cultural leaders and institutions throughout our region, one that engaged scholars from around the world in research about the art and artists of the post-war decades," stated Deborah Marrow, Director of the Getty Foundation. "The great legacy of *Pacific Standard Time* is that it has heightened awareness about the significance of art in Los Angeles and created a tremendous historical resource for future research and projects."

Among the many highlights of *Pacific Standard Time* was the *Performance and Public Art Festival*, organized by the Getty Research Institute and LA><ART and supported by grants from the Getty Foundation. Held at venues and public spaces across Los Angeles from January 19 through 29 and featuring more than 30 extraordinary performances, including contemporary re-enactments of iconic works from the past, the Festival featured works by well-known and emerging artists that reflect Los Angeles's artistic diversity—experimental music and theater, social and political interventions, outdoor visual spectacles, media art and underground performances—and served as living proof that the *Pacific Standard Time* era continues to be a major source of inspiration in Los Angeles today.

Throughout the duration of *Pacific Standard Time*, geographically linked partner museums banded together for 9 different focus weekends that helped visitors navigate the many exhibitions stretching from San Diego to Santa Barbara and Los Angeles to Palm Springs. The distinct weekend programs included curator-led exhibition tours, symposia and film screenings, artists' talks, performances, shuttles between institutions and special admission offers.

Pacific Standard Time partners also included presenters of the performing and visual arts such as the Los Angeles Philharmonic and the Segerstrom Center for the Arts.

Additionally, the recent "Art as an Appetizer" program brought art to the dining experience with fare inspired by *Pacific Standard Time* exhibitions at LA restaurants Playa and Rivera, and at a selection of popular food-trucks stationed near several partner museums. Currently, *Pacific Standard Time* has joined forces with Dwell and LEGO® to launch an open competition celebrating California architecture and design. During March, entrants can submit their original LEGO homes inspired by California midcentury modern design for a chance to have their entries displayed at the Dwell on Design exhibition in June.

Support for *Pacific Standard Time*

Presenting sponsors of *Pacific Standard Time* are The Getty and Bank of America.

Generous support has been provided by South Coast Plaza, The Coffee Bean & Tea Leaf, Tiffany & Co., Art Platform-Los Angeles, John and Louise Bryson, David and Marianna Fisher, The Mohn Family Foundation, Anne and Jim Rothenberg, Elizabeth and Henry Segerstrom, Christina and Mark Siegel, Maria Hummer-Tuttle and Robert Holmes Tuttle.

Additional support has been provided by The Ahmanson Foundation, The Broad Art Foundation, California Community Foundation, The James Irvine Foundation, W. M. Keck Foundation, The Ralph M. Parsons Foundation, Weingart Foundation, Sotheby's, Media Sponsor 89.3 KPCC, Turon Travel-Preferred Travel Agency, Four Seasons Hotel Los Angeles at Beverly Hills-Official Luxury Hotel and LA INC.

###

About *Pacific Standard Time: Art in L.A. 1945 – 1980*

Pacific Standard Time a collaboration of more than sixty cultural institutions across Southern California, coming together for six months beginning in October 2011 to tell the story of the birth of the Los Angeles art scene and how it became a major new force in the art world. Each institution has made its own contribution to this grand-scale story of artistic innovation and social change, told through a multitude of simultaneous exhibitions and programs. Exploring and celebrating the significance of the crucial years after World War II through the tumultuous period of the 1960s and 70s, *Pacific Standard Time* has encompassed developments from L.A. Pop to post-minimalism; from modernist architecture and design to multi-media installations; from the films of the African-American L.A. Rebellion to the feminist activities of the Woman's Building; from ceramics to Chicano performance art; and from Japanese-American design to the pioneering work of artists' collectives.

Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.