



FOR IMMEDIATE RELEASE

Press Contacts

Ruder Finn Arts & Communications Counselors

Amy Hood (310) 882-4015 / hooda@ruderfinn.com

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

**FROM SAN DIEGO TO SANTA BARBARA, INSTITUTIONS THROUGHOUT
SOUTHERN CALIFORNIA WILL BAND TOGETHER FOR
WEEKEND *PACIFIC STANDARD TIME* FESTIVALS**

***Pacific Standard Time* Festivals Showcase Each Region's
Exhibitions and Programs**

Los Angeles, CA, June 3, 2011 — Underscoring the collaborative nature of *Pacific Standard Time: Art in L.A. 1945 – 1980*, the six-month cultural event beginning in October 2011, participating institutions will develop distinct regional weekend programs of exhibition openings, tours, performances, and special admission offers. Each weekend in the program will showcase the contributions that *Pacific Standard Time* partner institutions within a select region are making to this grand-scale story of artistic innovation and social change.

Although its exhibitions and events are concentrated most heavily in Greater Los Angeles, *Pacific Standard Time* encompasses a multitude of simultaneous exhibitions and programs at institutions throughout Southern California. To highlight activities within their regions and neighborhoods, geographically linked institutions have teamed up to create weekend-long celebrations of *Pacific Standard Time* in locales, including: **Santa Monica / Westside; San Diego; Hollywood and Wilshire Boulevard; Long Beach / Orange County; Downtown / Exposition Park; Pasadena / San Marino; Claremont / Pomona / Riverside / Palm Springs; and Santa Barbara.**

“One of the great aspects of *Pacific Standard Time* is that it has helped bring cultural institutions together, including those that are now working with one another for the first time,” said Joan Weinstein, Interim Director of the Getty Foundation, which is spearheading *Pacific Standard Time*. “By creating these festival-like experiences with additional programming and special admission offers, these institutions are making it easier for audiences to enjoy several museum visits in a single weekend, all within easy reach of one another.”

While many of the regional weekend programs continue to be developed, a number of special activities have already been planned. Museums in the **Santa Monica / Westside** region of Los Angeles including the Santa Monica Museum of Art (SMMOA); Crossroads School, Sam Francis Gallery; Otis College of Art and Design, Ben Maltz Gallery; and 18th Street Arts Center, will be open to the public with free admission and parking over the weekend of **October 21 – 22, 2011**. The Santa Monica Museum of Art also plans to host a *Pacific Standard Time* bicycle tour of the Westside region on Saturday, October 22, beginning at SMMOA with a curator led tour of *Beatrice Wood: Career Woman—Drawings, Paintings, Vessels, and Objects*, followed by stops at partner institutions in the region for tours and opportunities related to *Pacific Standard Time* exhibitions on view.

Visitors to the **San Diego** region will be invited to attend special programs from **November 3 – 6, 2011**, including “Thursday Night Thing” (TNT) at the Museum of Contemporary Art San Diego’s Downtown location (MCASD), featuring live music, artists’ talks, art-making activities and interactive performances around the exhibition *Phenomenal: California Light, Space, Surface*, the museum’s groundbreaking exhibition on the Southern California Light and Space movement. Other programs in San Diego will include a mid-day public symposium at MCASD La Jolla on Saturday, November 5, featuring leading curators, critics and scholars involved in the exhibition. Mingei International Museum will host “San Diego Craft, Then and Now,” a panel discussion including three premier Southern California furniture designers, on Saturday, November 5. The discussion relates to the museum’s sweeping exhibition, *San Diego’s Craft Revolution – From Post-War Modern to California Design*, which highlights the important contribution of over 60 San Diego artists.

As part of the **Hollywood and Wilshire Boulevard** focus weekend from **November 12 – 13, 2011**, the Los Angeles County Museum of Art (LACMA), the Craft and Folk Art Museum with Craft in America and A+D Architecture and Design Museum are presenting a day-long event on Saturday, November 12 about their exhibitions. The event will consist of a morning film screening and discussion highlighting pioneering figures in California design and craft, followed by an afternoon panel discussion about the legacy of pioneering artists. Guests to Hollywood and Wilshire Boulevard participating museums, including LACMA, Craft and Folk Art Museum, the MAK Center for Art and Architecture at the Schindler House and A + D Architecture and Design Museum, will also enjoy free admission to participating organizations in the Wilshire region, as well as other gallery talks and programs.

Long Beach / Orange County area museums are coming together over the weekend of **December 3 – 4, 2011** to present their weekend festival. Artists and curators from the Orange County Museum of Art’s exhibition *State of Mind: New California Art Circa 1970* will participate in tours of the galleries, artists’ talks and performances, screenings of films and videos and family-friendly workshops inspired by works on display. Over the same weekend, the Laguna Art Museum is planning a special walkthrough of the exhibition *Best Kept Secret: UCI and the Development of Contemporary Art in Southern California, 1964-1971* with Grace Kook-Anderson, curator of exhibitions and in Irvine, University Art Gallery at University of California, Irvine will host a weekend docent tour of the exhibition *The Radicalization of a ‘50s Housewife, a solo project by Barbara T. Smith* led by curator Juli Carson on Saturday at 3pm. On Sunday, December 4, Long Beach museums will provide curator talks and tours of their *Pacific Standard Time* exhibitions, including the Museum of Latin American Art’s *MEX/LA: Mexican Modernism(s) in Los Angeles 1930 - 1985*; the University Art Museum at California State University, Long Beach (CSULB) (with the Center for the Study of Political Graphics) exhibition *Peace Press Graphics 1967 – 1987: Art in the Pursuit of Social Change*; and the Long Beach Museum of Art’s *Exchange and Evolution: World Wide Video Long Beach 1974 - 1999*. Additionally, the Museum of Latin American Art will feature an exciting performance by Rúben Guevera & The Eastside Luvers, an artist perhaps most widely recognized for his collaborations with Frank Zappa, bringing to life what had previously been Zappa’s fictional doo-wop Rueben & the Jets.

The regional celebrations of *Pacific Standard Time* continue in 2012 with five **Pasadena / San Marino** area museums coming together over the weekend of **January 21 – 22, 2012**. Highlights include \$3 off adult admission on both Saturday and Sunday at the Huntington Library, Art Collections and Botanical Gardens, where *The House that Sam Built: Sam Maloof and Art in the Pomona Valley, 1945-1985* will be on view, and two-for-one admission to *46 N. Los Robles: A History of the Pasadena Art Museum* at the Pacific Asia Museum. The Norton Simon Museum will offer a curator-led tour of its exhibition *Proof: The Rise of Printmaking in Southern California* by associate curator Leah Lehmbeck on Saturday, January 21, and the Pasadena Museum of California Art will host an opening reception for the exhibition *L.A. Raw: Abject Expressionism in Los Angeles, 1945 – 1980, From Rico*

Lebrun to Paul McCarthy on Sunday, January 22 at 6 pm, for a special \$5 admission. The weekend will close with the Armory Center for the Arts' dramatic outdoor happening on Sunday afternoon, when artist Richard Jackson will fly a paint-filled, remote-controlled model airplane (a scaled-down replica of a military jet, with a 10-foot wing span), crashing it into a wall that has been painted with the words *Accidents in Abstract Painting*. The event will be part of the *Pacific Standard Time* Performance and Public Art Festival.

In the **Claremont / Pomona / Riverside / Palm Springs** area, the American Museum of Ceramic Art in Pomona (AMOCA), the Pomona College Museum of Art and the Ruth Chandler Williamson Gallery of Scripps College, both in Claremont, will join forces over the weekend of **February 18 - 19, 2012**. Tours of each organization's exhibitions, including *Common Ground: Ceramics in Southern California 1945-1975* at AMOCA; *It Happened at Pomona: Art at the Edge of Los Angeles 1969 - 1973* at the Pomona College Museum of Art and *Clay's Tectonic Shift: John Mason, Ken Price and Peter Voukos, 1956-1968* at Scripps College, will be offered to visitors on a revolving schedule. The Pomona College Museum of Art will host a conversation led by Helene Winer, including several of the exhibition artists discussing the seminal art of the era, and Scripps College will welcome children and adults to create their own works out of clay.

Up the coast in **Santa Barbara**, the Santa Barbara Museum of Art (SBMA) and University Art Museum at University of California, Santa Barbara will celebrate their exhibitions *Pasadena to Santa Barbara: A Selected History of Art in Southern California, 1951-1969* and *Carefree California: Cliff May and the Romance of the Ranch* respectively, over the weekend of **February 25 - 26, 2012**. Programming will feature a related lecture and family activity at SBMA on Sunday, February 26th during the early afternoon, followed by a public opening and Film and Architecture event at University Art Museum in the late afternoon and early evening. The museums are planning to have shuttles available throughout the weekend between the two venues.

Pacific Standard Time regional weekend collaborations will take place on the following dates. (Full programming details will be announced individually by each region, with museum participation as scheduling allows):

- Santa Monica / Westside – October 21-22, 2011
- San Diego – November 3-6, 2011
- Hollywood and Wilshire Boulevard – November 12-13, 2011
- Long Beach / Orange County – December 3-4, 2011
- Downtown / Exposition Park – December 17-18, 2011 and March 3-4, 2012
- Pasadena / San Marino – January 21-22, 2012
- Claremont / Pomona / Riverside / Palm Springs – February 18-19, 2012
- Santa Barbara – February 25-26, 2012

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

Pacific Standard Time is 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 will make 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* encompasses 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.

Initiated through \$10 million in grants from the Getty Foundation, *Pacific Standard Time* involves cultural institutions of every size and character across Southern California, from Greater Los Angeles to San Diego and Santa Barbara to Palm Springs.

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