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Press Contacts

Ruder Finn Arts & Communications Counselors

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

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

**A DECADE IN THE MAKING, *PACIFIC STANDARD TIME*
OFFICIALLY OPENS TO THE PUBLIC**

**Unprecedented Initiative Focuses Attention
of the Art World on Southern California**

LOS ANGELES, CA, SEPTEMBER 27, 2011 — The focus of the art world shifts to Southern California beginning October 1 and 2 with the opening weekend of *Pacific Standard Time: Art in L.A. 1945 – 1980*, the hugely ambitious six-month initiative that tells the story of the birth of the Los Angeles art scene. Opening weekend will feature a celebratory Free Day on October 2 with more than 25 participating institutions offering free admission with support provided by *Pacific Standard Time's* presenting sponsor Bank of America. Free shuttle buses provided by sponsor South Coast Plaza will carry visitors on routes connecting exhibitions on the *Pacific Standard Time* circuit.

Bringing together more than 60 partner institutions and incorporating a ten-day Performance and Public Art Festival in January 2012, *Pacific Standard Time* is the largest cultural collaboration ever undertaken in the region.

Jointly initiated by the Getty Foundation and the Getty Research Institute in 2002, *Pacific Standard Time* brings to light the dynamic history of art in Los Angeles from the post-World War II era through the turbulent 1960s and 1970s. With grants from the Foundation now totaling more than \$10 million, what began as a collaborative effort to preserve the archival record of the milestones in this region's artistic history has now expanded into a great creative landmark in itself.

"Never before have so many arts institutions worked in concert to present such a large and varied body of work to the public," stated James Cuno, President & CEO, The J. Paul Getty Trust. "The sheer scale of this undertaking is exhilarating. Even more exhilarating are the discoveries and surprises that await our audiences in virtually every *Pacific Standard Time* exhibition."

Exploring and celebrating the significance of this decisive period, *Pacific Standard Time* encompasses 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.

“The record of decades of artistic innovation was for too long scattered in storerooms and files all over Southern California, difficult to access and in some cases in danger of being lost or destroyed,” said Deborah Marrow, Director of the Getty Foundation. “Through *Pacific Standard Time*, the region’s enormously creative history has been preserved and re-examined, narrative by narrative. Now, for the first time, the full story of the genesis of the Los Angeles art scene is finally available to the public at exhibitions throughout Southern California.”

To help visitors navigate their way around the many exhibitions and events, *Pacific Standard Time* created pacificstandardtime.org, a virtual hub that serves as a centralized source for comprehensive and up-to-date information about the exhibitions and related programs. In addition to sophisticated search options and MyTime, a personalized itinerary feature, the website offers downloadable family visitor’s guides and blog postings that feature insightful posts by culture journalists.

Organized by the Getty Research Institute and LA><ART, the *Pacific Standard Time* Performance and Public Art Festival will be held from January 19 to January 29, 2012 and will include more than 30 projects, featuring re-stagings of historic performances as well as reinterpretations by younger artists of works of their predecessors. The festival will take place at institutions and sites from Malibu to Watts, and from Downtown to the desert, showcasing the critical component in the history of the period and the pathbreaking spirit of art in Southern California.

In addition to the partner museums, more than 70 Los Angeles galleries, many of which played a pivotal role in shaping the L.A. art scene of 1945 – 1980, have developed their own programming around the *Pacific Standard Time* theme. Participating galleries will present more than 125 exhibitions, which will open throughout *Pacific Standard Time*’s six-month run. Gallery exhibitions will include Pop, Minimalism, assemblage, ceramics, political graphics, printmaking, conceptual art and much more.

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

Pacific Standard Time by the Numbers

- 82 partners (museums, curating partners and programming partners)
- 68 major museum exhibitions
- More than 70 art galleries featuring more than 125 exhibitions
- More than 1300 featured artists
- 25 free exhibitions on October 2
- More than 30 performances and large-scale outdoor projects as part of the 11-day Performance and Public Art Festival in January 2012
- Hundreds of program events

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.

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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.

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