



SOUTHERN UTAH MUSEUM of ART

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Summer of Love's 50th Anniversary to Rock Cedar City

Southern Utah Museum of Art, Cedar City, Utah: Southern Utah Museum of Art (SUMA) is heating up the summer with an exhibition that will rock your world. During August 24 through September 16, 2017, posters from the 1960s and 1970s will be on display. Along with these rock posters will be a playlist that will fill SUMA with the sounds of the time. Visitors can expect to hear music by the bands represented in the exhibition. A few pieces of art on display in this exhibit offer a presentation of the nude human figure. We encourage concerned patrons to view the exhibit before bringing children into the museum.

This summer marks the 50th anniversary of the *Summer of Love* held in San Francisco, CA. The exhibition pays tribute to the happenings of the summer of 1967 with posters that capture the spirit of the late 1960s and early 1970s. Originally collected by Scott Jones, and bequeathed to SUMA by Jimmie Jones, this group of posters celebrates the music of the era as performed at Bill Graham's Fillmore West.

Roland Gow, curator of the *Summer of Love* exhibit, said, "During the summer of 1967, thousands of people descended on San Francisco to play, party and protest. This event became known as the *Summer of Love*, and was a gathering eclipsed only by Woodstock in 1969."

The designers featured in the exhibition include several famous artists: Lee Conklin, Norman Orr, David Singer, Randy Tuten, and Wes Wilson. This installation of 20 posters was chosen to provide insight into the variety of performers who graced the stage of Fillmore West, as well as the delightful artistry of the poster designers. The medium for many of the early San Francisco rock posters was offset lithography because it dominated commercial printing at the time.

Joanne Brattain, Chair of the Advisory Board for SUMA, said, "As someone who actually remembers the *Summer of Love*, I am excited that we will have these iconic posters and music at SUMA."

On August 24, 2017, the Friends of SUMA will host a vibrant opening reception with the theme of the 1960s and 1970s. Don your tie-dyed tops and bell bottom pants and dance the night away with your friends. This free event will be held from 6:00 to 8:00 p.m. and will feature light refreshments, music by the bands featured in the exhibition, and opportunities for prizes such as "Name that Tune" with the DJ.

During this three-week exhibition, enjoy hands-on experiences for the entire family in the Rocki Alice Gallery. Activities include curating your own poster exhibition with other designs not featured in the exhibition as well as creating your own poster design.

For Calendar Editors: *Summer of Love's* 50th Anniversary to Rock Cedar City

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Who: Southern Utah Museum of Art at Southern Utah University

When: August 24 through September 16, 2017 (Opening Reception: August 24, 6-8 p.m.)

Time: Monday through Saturday from 10 a.m. to 7:30 p.m. until September 9
Tuesday through Saturday from noon to 6 p.m. beginning September 12

Where: Southern Utah Museum of Art, 13 S 300 W, Cedar City, Utah

Info: For more information, please visit www.suu.edu/suma or call 435-586-5432.

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