

December 6, 2011

FOR IMMEDIATE RELEASE

For more information, contact:

Barbara Hollander, SAMA-Altoona Coordinator
(814) 946-4464

Travis Mearns, Public Relations Coordinator
(724) 238-6015

SAMA-ALTOONA EXHIBITION HIGHLIGHTS ROCK POSTER COLLECTION

Altoona – The latest exhibition at the Southern Alleghenies Museum of Art at Altoona chronicles the long, strange trip of the art of the music poster. *What a Long, Strange Trip It's Been: Selections from the Mark del Costello Poster Collection* opens January 20, 2012 with more than 60 posters of many of the music world's biggest names. The exhibition will be in the Museum's Shirley and Fred A. Pechter Gallery and Paul I. Detwiler Education Center and will remain on view through April 28.

The posters are part of the Museum's Mark del Costello Collection of 426 offset lithographs and other paper ephemera. This exhibition features posters of rock legends from the 1960s and '70s such as The Beatles, the Grateful Dead, Pink Floyd, Bob Dylan, Jimi Hendrix, David Bowie and the Sex Pistols. The posters document an interesting time in the history of music and art.

The exhibition includes some of the finest examples of poster art by names such as Stanley Mouse, Alton Kelley, Peter Max, Milton Glaser, Victor Moscoso and Tadanori Yokoo. One influential and world-famous work in the exhibition is Glaser's famous image of folk singer Bob Dylan. In the poster *Dylan* (1966), the folk rock legend is shown in black silhouette with brightly colored hair, in patterns inspired by Islamic designs. The image became a graphic arts icon for a generation.

"I feel very entitled to have been a teenager during the '60s when what we now consider 'classic' rock was at its peak," said SAMA-Altoona Coordinator, Barbara Hollander. "This was and still is my music, and I have never strayed far from my roots. It is my pleasure to bring to the public our wonderful collection of rock posters. Both young and old can relate to this exhibition, with artwork like the Dylan poster with his flowing multi-colored hair which came free with the album. I sure wish I knew what happened to mine. From Janis Joplin and Jimi Hendrix to the Grateful Dead and The Who, there is something for everyone in this show."

The Museum will host a Lunch a l'Art program on February 9. The program, which begins at noon, includes lunch and a lecture by SAMA Curator for Visual Arts, Dr. Scott Dimond. Cost is \$13 per person or \$12 for SAMA members. For reservations or more information, please call the Museum at (814) 946-4464.

The Southern Alleghenies Museum of Art at Altoona is located in the Brett Building at 1210 Eleventh Avenue. Hours of operation are 10 a.m. to 5 p.m. Tuesday through Friday and 1 to 5 p.m. Saturdays. The Museum is a handicapped-accessible facility and is open to the public free of charge. Parking is available in

the garage across the street or in metered spots in the lot at the rear of the building. For more information, call the Museum or visit www.sama-art.org.

The Southern Alleghenies Museum of Art receives state arts funding support through a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency.