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JOHNSTOWN MUSEUM TO DISPLAY EXHIBITION OF '60s and '70s POSTER ART

Johnstown – The Southern Alleghenies Museum of Art at Johnstown is pleased to announce the opening of its latest exhibition, *Sock It to Me: Posters of the 1960s and 1970s from the Permanent Collection*. Thirty posters are included in the exhibition, which opens December 19 and will remain on view through March 20.

Among SAMA's most popular holdings is the Mark del Costello Collection of modern American posters. Arriving at the Museum almost 30 years ago, the Collection has been the source of many fine SAMA exhibitions featuring the art and graphic design of rock music. The Collection, numbering nearly 400 pieces, encompasses more than rock and roll, however. Ranging from the early twentieth century to the mid-1980s, it spans a wide spectrum of American poster expression including political and social commentary, film and theatre promotions, and product advertising. Perhaps not surprisingly, its core centers on the 1960s and 1970s, one of the most volatile periods in recent U.S. history.

Sock It to Me features a selection of posters from this memorable era. Chosen for their artistic excellence as well as for their timeliness, these posters reflect the turbulent scene during the administrations of Johnson, Nixon, Ford and Carter. Viewers will be surprised to see not only legendary names in graphic design such as Victor Moscoso and Wes Wilson, but also such well-known studio artists as Pablo Picasso, Robert Rauschenberg, and Ben Shahn, among others. The exhibition also surveys a variety of different topics, including music, film, and theatre, as well as the controversial social and political issues of the day.

"In the past, we have focused mainly on the rock posters, which are wonderful in their own right," said SAMA Curator for Visual Arts Dr. Scott Dimond. "Yet the Mark del Costello Collection contains truly fine examples of poster art which deserve to be better known. *Sock It to Me* is an exceptional opportunity to see some great work that is really coming into its own as an important form of artistic expression in this country."

The Southern Alleghenies Museum of Art at Johnstown is located in the Pasquerilla Performing Arts Center on the campus of the University of Pittsburgh at

Johnstown. Hours of operation are 9 a.m. to 5 p.m. Monday through Friday. The Museum is a handicapped-accessible facility and is open to the public free of charge. For more information, please call the Museum at (814) 269-7234 or visit www.sama-art.org.