For Immediate Release

ROCK ‘N’ ROLL HISTORY SEEN ON THE SUNSET STRIP COMES TO CAL STATE FULLERTON
    Photo exhibit and presentation feature
    Robert Landau’s collection of rock ‘n’ roll billboard images

FULLERTON- On March 5, Associated Students, Inc. at Cal State Fullerton and the Titan Student Union Art & Exhibit Program will begin hosting a unique photo history, entitled Rock ‘n’ Roll Billboards of the Sunset Strip. The exhibit will be on display in the Titan Student Union’s Center Gallery running through April 27. This show will be comprised of an assortment of images, dating from the 1960s to mid-1980s, taken from photojournalist Robert Landau’s one-of-kind collection that archives decades of rock ‘n’ roll themed roadside billboards which lined the famed Los Angeles drive.

Rock ‘n’ Roll Billboards of the Sunset Strip presents an opportunity for Landau to share his unique vision of Los Angeles through iconic rock art adapted on the larger-than-life advertisements. The pop culture exhibit recalls an era when seeing these giant ads, all showcased in the heart of LA, signaled that a musical act hit “the big time.” Images featuring Ted Nugent, the Bee Gees, David Bowie, Marvin Gaye, The Beatles and The Rolling Stones- all support the accuracy of this “roll your passenger window down and take a look” measure of music industry success. Spectators of the exhibit will call to mind the music and sound that defined a generation at the sight of this documented photo timeline.

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In an explanation from Landau’s artist statement, the exhibit offers a glimpse when, “Rock and Roll billboards stood alone in the world of outdoor advertising with visual statements that often defied normal commercial concerns.” Photos from Landau’s collection and the exhibit will soon be featured in an upcoming book by the photographer under a similar title. Rock ‘n’ Roll Billboards of the Sunset Strip is scheduled for release in fall of 2012 by Angel City Press, a publishing house long noted for its quality- minded Los Angeles themed titles.

As part of the exhibit’s run, the Associated Students, Inc. at Cal State Fullerton invites the campus and surrounding community to attend the opening reception for Rock ‘n’ Roll Billboards of the Sunset Strip on Thursday, March 8, from 5 – 7 p.m. in Titan Student Union Pavilion C. The event will include a slide show and lecture, with Q-and-A session to follow. Everyone in attendance will receive a free limited edition gallery poster featuring one of Landau’s iconic photos. The opening reception, lecture and exhibit are all free and open to the public.

For more information regarding the exhibit and the TSU Arts & Exhibit Program please visit asi.fullerton.edu /tsu/artsProgram.asp, or contact David DiBonaventura at (675) 278-7716.

The Titan Student Union, a facility of the Associated Students, CSUF, Inc. coordinates an Arts & Exhibit program, which provides gallery space for Cal State Fullerton students and other local artists to showcase their works. Temporary art shows and other exhibits are presented year-round. In addition, the student union also features a large permanent collection of student art, on display throughout the facility.

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