

MEDIA CONTACT

Emma Jacobson-Sive
Tel (626) 568-3665 x12, emma.jacobson@pmcaonline.org
or
Elaine Beno, Auto Club
Tel (714) 885-2333

FOR IMMEDIATE RELEASE

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Scenic View Ahead: The Westways Cover Art Program, 1928-1981
November 14, 2010 – February 27, 2011



LEFT-RIGHT: Maynard Dixon, *The Airplane*, December 1930, gouache, 18 x 20 inches, Automobile Club of Southern California Archives; Earnie Kollar, *Pier Fishing at San Pedro*, April 1970, acrylic, 19 x 25 inches Automobile of Southern California

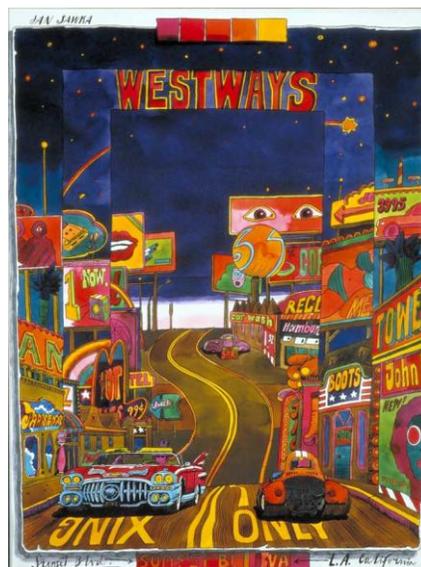
Pasadena, CA - The Pasadena Museum of California Art (PMCA) is proud to present *Scenic View Ahead: The Westways Cover Art Program, 1928-1981*, one of the largest exhibitions of works from the Westways cover art program ever mounted. The cover art program began in 1928, with the Auto Club commissioning paintings from major artists working in Southern California for the cover of each new issue of its member magazine. With 44 artworks on view, the PMCA's exhibition traces prominent stylistic movements of the twentieth century, such as California watercolor, Pop Art and assemblage art.

Started in 1909, *Westways* was originally called *Touring Topics*. One of its early editors, Phil Townsend Hanna began the program to commission art in 1928. His move reflected a shift in the

magazine's content from automobile-related topics to a broader examination of cultural and recreational activities. The magazine's covers were also intended to mirror the breadth of interests and backgrounds of its readers, the Auto Club members.

Curated by Auto Club historians, Matthew W. Roth and Morgan P. Yates, *Scenic View Ahead* features the work of plein air masters Alson Clark, Maynard Dixon, John Frost and Donna Schuster, as well as renowned watercolorists Rex Brandt, Phil Dike and Maurice Logan. In its final decades, the cover art program expanded its scope to include graphic artists such as Jan Sawka and Merle Shore, who designed posters, album covers, and sets for films and theater, as well as illustrators like Paul Hogarth. Although the magazine turned to photography for its covers after 1981, the remarkable original works of art that were created during the program offer an artistic and cultural journey through the region's history.

This exhibition is organized by the PMCA in cooperation with the Automobile Club of Southern California, and is curated by Matthew W. Roth and Morgan P. Yates.



Jon Sawka, *Sunset Strip*, October 1978, acrylic/ink, 16 x 22 inches,
Automobile Club of Southern California Archives

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About the PMCA:

The Pasadena Museum of California Art (PMCA) is dedicated to the exhibition of California art, architecture, and design from 1850 to the present. Informed by the state's rich mixture of cultures and inspired by its impressive geography, California art has long been defined by a spirit of freedom and experimentation. PMCA exhibitions and educational programs explore the cultural dynamics and influences unique to California that have shaped and defined art in all media.

Hours:

Wednesday – Sunday, 12:00 - 5:00 pm.

The Museum is closed July 4th, Thanksgiving Day, Christmas and New Year's Day.

Admission:

\$7 for Adults, \$5 for Seniors (65+) and Students with valid ID; free to PMCA Members and children under 12. Access for people with disabilities is provided.

Location/Parking:

The Museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

PMCA Tours:

At this time, the museum does not offer regularly scheduled docent tours of our special exhibitions. However, docent tours are available to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date in order to guarantee a tour. We regret that we are unable to accommodate tours for groups smaller than 10 or larger than 50 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$4 per person is available for groups of 20 or more, and free admission is offered to school groups of K-12 public school students. Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call Shirlae Cheng-Lifshin at 626-568-3665 x17.

PMCA Information:

For information, the please call 626-568-3665 or visit the website: www.pmcaonline.org