

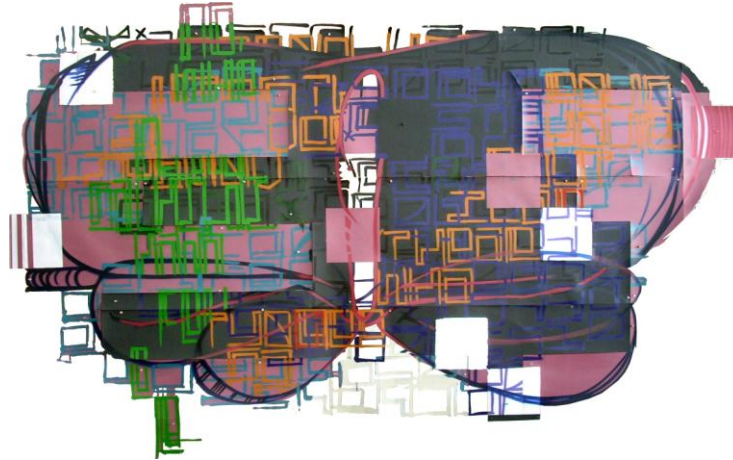
MEDIA CONTACT

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FOR IMMEDIATE RELEASE

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Street Cred: Graffiti Art from Concrete to Canvas
May 15, 2011 - September 4, 2011



Rojelio Cabral, *Comfortably Numb A*, 2008, acrylic and aerosol on paper, 6.5' x 11.5', courtesy of the artist

PASADENA, CA - The Pasadena Museum of California Art (PMCA) announces the first museum exhibition that joins the work created by Los Angeles graffiti artists for a fine art context with their graffiti art made in the streets. Internationally renowned as one of the most fertile grounds for graffiti art, the City of Angels has its own idiosyncratic graffiti styles created from the innovative New York “wildstyle” that heralded the birth of graffiti as it is seen today, filtered through local influences such as gang writing styles that greatly predate the modern movement.

The artists for the exhibition have been consistently making influential public work, but their practice has expanded into work that is viewed in galleries and museums. *Street Cred* was first conceived in 2008 by PMCA Exhibition Manager Shirlyae Cheng-Lifshin, who subsequently brought on Los Angeles graffiti historian Steve Grody as co-curator. Grody, who is the author of *Graffiti LA*, has been documenting high-quality work in the streets of Los Angeles since 1990. The exhibition will include his photographs from the crucial years of the graffiti scene, providing key insights into the visual “language” of graffiti, its development in Los Angeles, and the ways in which the street work informs the canvas work in the exhibition.

Ironically, the fine art production of these artists are meant for wider audiences than their graffiti works, so the artists incorporate a more universal pictorial language than the specialized typography evident in graffiti in situ, usually readable only to other graffiti artists. Yet the artistic skill and dialogue with modernism displayed by many of these artists demonstrates that their place in the continuum of art history is well deserved. Works in the exhibition will also be grouped according to style, further underscoring both the breadth and depth of this contemporary art movement. Taken as a whole, *Street Cred* will show how a genre born on concrete translates into canvas, and how the two worlds interact.

Artists featured in the exhibition include Michael Alvarez, ANGST, AXIS, Chaz Bojórquez, CODAK, CRAOLA, DASH 2000, Ekundayo, EYEONE, HASTE, Paul SKEPT Kanemitsu, Alex Kizu, KOFIE ONE, MAN ONE, MEAR ONE, Juan Carlos Muñoz Hernandez, Jose Lopez, Erick Montenegro, Nicnak, PUSH, RISK, Jeff Soto, Evan Skrederstu, RETNA, REVOK, SABER, SHANDU, Jesse Simon, SINER, and ZES.

This exhibition continues the PMCA's exploration of street art, starting in 2004 with Kenny Scharf's mural *Kosmic Krylon Garage*, which is still on view in the museum's garage and the exhibition *The Ulysses Guide to the Los Angeles River* in 2010.



Made possible in part by the Pasadena Arts & Culture Commission and the City of Pasadena Cultural Affairs Division.



LEFT to RIGHT: Jeff Soto, *Lifecycle*, 2008, acrylic on wood, 36" x 24", courtesy of Jonathan LeVine Gallery; Alex Kizu, *Resurgence*, ink on watercolor paper, 24" x 18", courtesy of the artist

PUBLIC PROGRAMS

OPENING RECEPTION

Saturday, May 14, 2011

7:00 – 10:00 pm

Opening Reception for *Street Cred: Graffiti Art from Concrete to Canvas*; *Clayton Brothers: Inside Out*; *Getting Upper: Graphic Designers and Artists Reconsider the Alphabet*.

\$5 admission / Free for PMCA members

FAMILY DAY

Sunday, June 26

3:00 – 5:00 pm

Come participate in fun art projects for the whole family based on our current exhibitions. All ages are welcome. Refreshments provided.

Free with admission / Free for PMCA members

LECTURE BY JIM PRIGOFF

Thursday, July 15

7:00pm

Jim Prigoff, the author of *Spraycan Art*, gives a slide lecture on the history of graffiti, which he has been documenting for 40 years.

Free with admission / Free for PMCA members

LECTURE BY STEVE GRODY

Thursday, August 4

7:00pm

Los Angeles graffiti historian, author of *Graffiti LA* and co-curator of *Street Cred*, Steve Grody gives a slide lecture on the stylistic evolution of graffiti in Los Angeles.

Free with admission / Free for PMCA members

TOUR OF STREET CRED: GRAFFITI ART FROM CONCRETE TO CANVAS

Sunday, August 21

2:00pm

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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