



PRESS RELEASE

**Pasadena Museum of California Art's Hollywood in Havana to Join
Getty-Led Pacific Standard Time: LA/LA
August 20, 2017-January 7, 2018**



Antonio Reboiro, *Moby Dick*, 1968. Silkscreen, 29 15/16 x 20 1/16 inches.
Instituto Cubano del Arte e Industria Cinematograficos (ICAIC).
Courtesy of the Center for the Study of Political Graphics

Pasadena, CA – The Pasadena Museum of California Art (PMCA) is proud to announce that *Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films*, the Museum's 2017 exhibition, has been selected as a partner in the Getty-led initiative, Pacific Standard Time: LA/LA. Co-organized by the PMCA in partnership with the Center for the Study of Political Graphics (CSPG), *Hollywood in Havana* assembles Cuban posters advertising Hollywood films as well as promoting Cuban films about the U.S. from the 1960s to 2012. With astonishing design, stylistic diversity, and artistic skill, these posters helped create visual literacy among the Cuban population in the decades following the Cuban revolution.

On view August 20, 2017-January 7, 2018, *Hollywood in Havana* is curated by Carol A. Wells, CSPG's founder and Executive Director, and includes a selection of approximately 40 screenprints from their permanent collection. Produced by the Instituto Cubano del Arte Industria Cinematograficos (ICAIC) or the Cuban Institute of Cinematographic Art and Industry, the posters were part of the Cuban government's initiative to develop cultural awareness in the public after the revolutionary triumph that overthrew the dictatorship of Fulgenico Batista in 1959.

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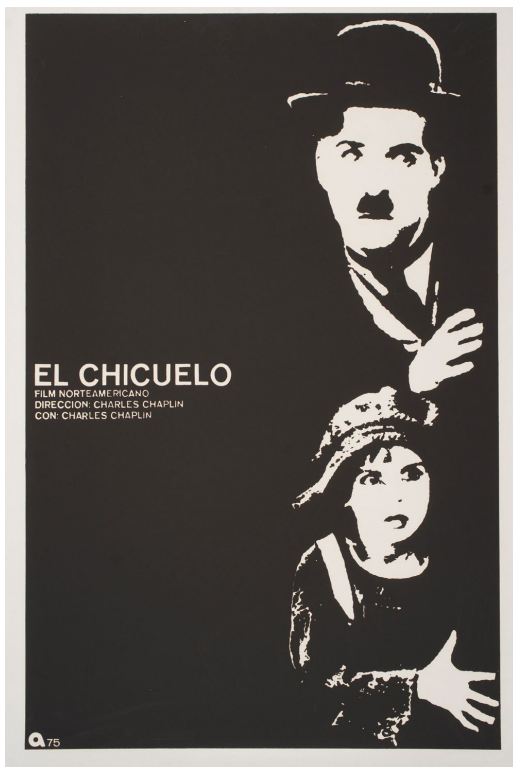
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Poster designers working during the early years of the Revolution had few material resources and operated in an almost artisanal manner, using the silkscreen technique. While the limited resources imposed by the embargo inspired many of the design decisions, revolutionary ideals can also be cited as source material. Posters created for Cuban audiences to promote iconic U.S. films, such as *Modern Times*, *Singin' in the Rain*, *Cabaret*, *Schindler's List*, and *Silence of the Lambs*, are in striking contrast to the vast majority of Hollywood film posters, which formulaically feature faces of the movies' stars. ICAIC posters employ creativity and free expression as well as a variety of art styles, including Art Nouveau, Abstract, Pop, and Op. Prized throughout the world for their beauty and uniqueness, the screenprints demonstrate how design and visual imagery in film posters enable them to endure as works of art, independent of the films they represent.

During a time when momentous changes are underway for Cuban-American relations, *Hollywood in Havana* contributes to the dialogue between the two countries. The exhibition also enables the PMCA and CSPG to contribute to Pacific Standard Time: LA/LA's efforts to survey the connections between Los Angeles and Latin America and the vital and vibrant traditions that shape the city. By presenting Cuban film art to regional publics in the film capital of the world, the exhibition encourages viewers to consider the power of film posters. The exhibition showcases how art, entertainment, and politics intersect to influence and reflect daily life.



Left to Right: René Azcuy, *El Chicuelo/ The Kid*, 1975. Silkscreen, 29 15/16 x 20 1/16 inches. Instituto Cubano del Arte e Industria Cinematograficos (ICAIC). Courtesy of the Center for the Study of Political Graphics; Lisandro Trepeu, *Singin' in the Rain*, 2009. Silkscreen, 29 15/16 x 20 1/16 inches. Instituto Cubano del Arte e Industria Cinematograficos (ICAIC). Courtesy of the Center for the Study of Political Graphics

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Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films is co-organized by the Pasadena Museum of California Art in partnership with the Center for the Study of Political Graphics (CSPG) and is curated by CSPG Executive Director Carol Wells. The exhibition is part of Pacific Standard Time: LA/LA, a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles, taking place from September 2017 through January 2018 at more than 60 cultural institutions across Southern California. Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.



An initiative of The Getty
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Presenting Sponsors



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Museum Information

MISSION

The mission of the Pasadena Museum of California Art (PMCA) is to present the breadth of California art and design through exhibitions that explore the cultural dynamics and influences that are unique to California.

HOURS

Open Wednesday–Sunday, 12:00–5:00pm; third Thursday of each month, 12:00–8:00pm; closed Mondays, Tuesdays, July 4, Thanksgiving, Christmas, and New Year’s Day.

ADMISSION

\$7 for adults; \$5 for seniors (62+), students, and educators (with valid ID); free for PMCA members and children 12 and under; free the first Friday of each month (12:00–5:00pm); free the third Thursday of each month (5:00–8:00pm). Access for people with disabilities is provided.

PLAN YOUR VISIT

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.

DOCENT TOURS AND GROUP RATES

The museum offers docent tours on the second Saturday of each month (2:00pm; free with admission). Docent tours are also available Wednesday–Friday, 12:00–5:00pm, to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date. Self-guided tours for K-12 students are offered for free. We regret that we are unable to accommodate docent tours for groups larger than 35 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 \$3 per person is available for groups of 20 or more (K-12 student groups are free). 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, call our Bookstore and Membership Associate, Susan Wang, at 626.568.3665 x14 or email swang@pmcaonline.org.

For more information, please call 626.568.3665 or visit pmcaonline.org.