



Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films

August 20, 2017–January 7, 2018



Lisandro Trepeu, *Singin' in the Rain*, 2009. Silkscreen, 29 15/16 x 20 1/16 inches. Instituto Cubano del Arte e Industria Cinematográficos (ICAIC).
Courtesy of the Center for the Study of Political Graphics

Pasadena, CA — *Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films*, on view at the Pasadena Museum of California Art (PMCA) August 20, 2017–January 7, 2018, assembles approximately 40 Cuban posters publicizing Hollywood films from the 1960s to 2009. Astonishing in their design, stylistic diversity, and artistic skill, these bold and vibrant posters helped create visual literacy among the Cuban population in the decades following the Cuban Revolution. The screenprints go beyond the glossy and celebrity-filled film posters that are ubiquitous in Los Angeles today and reawaken viewers to the nuanced visual signs that inform and shape their worldviews.

Produced by the Instituto Cubano del Arte e Industria Cinematográficos (ICAIC) or the Cuban Institute of Cinematographic Art and Industry, the posters were part of an initiative of the revolutionary government to develop cultural awareness and consciousness after Fidel Castro and the guerrilla forces overthrew the dictatorship of Fulgenico Batista in 1959. Today, the posters stand independent of the films they represent. Their magnetism and innovative use of design elements continue to spark conversation and understanding about the role of film, culture, art, and politics in Cuba as well as California.

PASADENA MUSEUM OF CALIFORNIA ART

Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films

Page 2/4

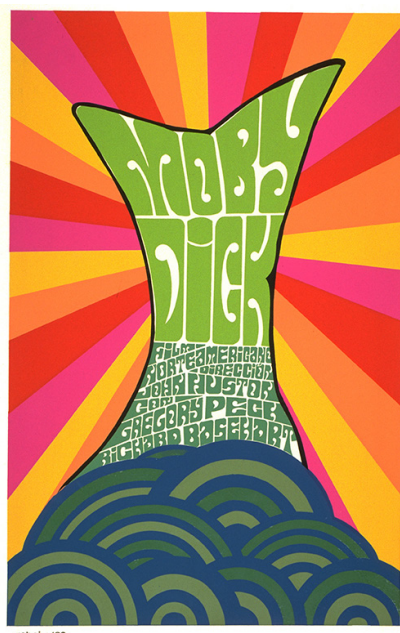
Poster designers working during the early years of the Revolution had few material resources and operated in an almost artisanal manner, using the silkscreen technique. While the limited resources imposed by the U.S. embargo inspired many of the design decisions, revolutionary ideals can also be cited as source material. Screenprints created for Cuban audiences to promote iconic American 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 posters for the same films, which formulaically feature faces of the movies' stars. Instead, the imagery depicted often relates to an iconic element or moment in the film, such the umbrella in *Singin' in the Rain*. ICAIC posters employ creativity and free expression as well as a variety of art styles, including Art Nouveau, abstraction, Pop, and Op, many of which mirror the American counter-culture of the times.

Selected from the collection of the Center for the Study of Political Graphics (CSPG), the exhibited posters showcase the range and ingenuity of Cuban screenprinters and provide audiences an opportunity to understand a complex culture from a new perspective. "Based on a shared love of films, *Hollywood in Havana* identifies commonalities between Cubans and Californians," says Carol A. Wells, curator of the exhibition and Founder and Executive Director of the CSPG. "The exhibition creates a dialogue not only about these visually stunning and easily approachable posters, but also regarding longstanding stereotypes about Cuba and its government."

During a time when momentous changes are underway for Cuban-American relations, *Hollywood in Havana* adds to the discourse between the two countries. Presenting Cuban film art in the film capital of the world encourages viewers to consider the power of these posters as well as the printed media and graphic designs that permeate their daily lives. The exhibition demonstrates how art, entertainment, and politics intersect and integrate to influence and reflect cross-cultural communication.

Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films is co-organized by the Pasadena Museum of California (PMCA) art in partnership with the Center for the Study of Political Graphics (CSPG), curated by CSPG Founder and Executive Director Carol A. Wells, and accompanied by a brochure. The exhibition is supported by the PMCA Board of Directors, PMCA Ambassador Circle, and the California Visionary Fund. Media sponsorship is provided by LALA.

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 70 cultural institutions across Southern California. Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.



Presenting Sponsors



Bank of America

Left to Right: Claudio Sotolongo, *Cabaret*, 2009. Silkscreen, 29 15/16 x 20 1/16 inches. Instituto Cubano del Arte e Industria Cinematográficos (ICAIC). Courtesy of the Center for the Study of Political Graphics; Antonio Reboiro, *Moby Dick*, 1968. Silkscreen, 29 15/16 x 20 1/16 inches. Instituto Cubano del Arte e Industria Cinematográficos (ICAIC). Courtesy of the Center for the Study of Political Graphics

PMCA 1234

MONTHLY PROGRAMMING

Free First Fridays • 12:00–5:00pm

Enjoy free admission all day!

September 1 • October 6 • November 3 • December 1 • January 5

Second Saturday Spotlight Talks • 2:00pm

A PMCA docent leads an engaging and insightful 20-minute discussion about a work of art currently on view in the Museum.

September 9 • October 14 • November 11 • December 9

Free Third Thursday Evenings (& Then Some) • 5:00–8:00pm

Enjoy free admission, extended hours, and free programs!

September 21 • October 19 • November 16 • December 21

Free Fourth Wednesdays Wee-Reads • 10:30–11:30am

After a kid-friendly exhibition tour, return to the Project Room where Miss Leah reads children's literature that connects art and learning. Then get creative during PMCA-led activities that integrate the themes of specially selected stories, basic elements of art, and the artwork in the PMCA galleries.

Recommended for children ages 2-5. Caregivers must accompany children.

Museum open for Wee-Read participants only.

August 23 • September 27 • October 25 • November 22

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 Monday, Tuesday, July 4, Thanksgiving, Christmas, and New Year's Day.

ADMISSION

\$7 for adults; \$5 for seniors (62+); \$5 for students & educators; free for PMCA members & children (12 & 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.

PASADENA MUSEUM OF CALIFORNIA ART

Hollywood in Havana: Five Decades of Cuban Posters Promoting U.S. Films

Page 4/4

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 & Membership Associate, Aya Lehman, at 626.568.3665 x14 or email alehman@pmcaonline.org.

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