

Rock Billboard Exhibition - Illustrated Checklist

Exh# B1

Medium vinyl banner



Title Beatles, Abbey Road

Date 1969

Size 10 feet wide by 8 feet high approx

Caption

Exh# B2

Medium framed photograph



Title Sunset Strip

Date 1979

Size 10 feet wide by 8 feet high approx

Caption In the pre-MTV and pre-Internet years of the 1970s rock and roll billboards dominated the Sunset Strip in Los Angeles as record companies located nearby looked for new and exciting outlets to promote their musical stars.

Exh# B3

Medium photo on gator board



Title The Who - Tommy

Date 1972

Size 10 feet wide by 8 feet high approx

Caption When this billboard first appeared on the Strip in 1972 without any written copy whatsoever it caused quite a stir. After several weeks the title of the project was painted in and passers by learned that it was promoting a recording of the Who's rock opera Tommy about a deaf, dumb and blind pinball wizard- hence the giant chrome pinballs with eyes. This stunning art work was conceived by art director Tom Wilkes and commissioned by legendary producer

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Exh# B4

Medium photo on gator board



Title Pink Floyd, The Wall

Date 1979

Size 10 feet wide by 8 feet high approx

Caption Clever billboard designers made use of sequential campaigns in which a billboard first appeared in one form and was then altered over time during its posting on the Sunset Strip. This created a dialogue between the board and viewers who passed in front multiple times during its month long showing. In 1979 a billboard featuring only a blank brick wall appeared. Then slowly, over a period of several weeks the bricks were removed a few at a time

Exh# FP01

Medium framed photograph



Title Humble Pie

Date 1971

Size 24 x 30"

Caption In the 1960s Pop Artists like Andy Warhol and James Rosenquist mined imagery from the world of commercial art and gave it a new ironic spin. In a very short time the commercial artists co-opted the look and took it back as witnessed by this 1971 billboard for a Humble Pie recording.

Exh# FP02

Medium framed photograph



Title Ted Nugent

Date 1978

Size 24 x 30"

Caption Sunset Strip billboards were routinely changed out in the early morning hours so that it seemed to passing motorists as if a new image had just suddenly appeared. A painter with a tall ladder often accompanied the installation crew to touch up any cracks or chips in the plywood panels that might have occurred while in transit from the billboard company.

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP03

Medium framed photograph



Title Electric Light Orchestra

Date 1977

Size 24 x 30"

Caption In 1977 ELO paid a whopping \$50,000 for a three dimensional plexi-glass satellite with rotating lights that was attached to their billboard where it hovered over the Strip for several weeks and later appeared as a prop in their live stage concerts.

Exh# FP04

Medium framed photograph



Title Crosby, Stills and Nash

Date 1977

Size 24 x 30"

Caption

Exh# FP05

Medium framed photograph



Title Rod Stewart

Date 1977

Size 24 x 30"

Caption For an extra fee billboard imagery could extend beyond the normal 14 by 48 foot frame with added plywood extensions that were intricately hand cut to allow rock stars with their shaggy haircuts and outsized egos to loom even larger over the Sunset Strip.

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP06

Medium framed photograph



Title Marvin Gaye

Date 1977

Size 24 x 30"

Caption

Exh# FP07

Medium framed photograph



Title Rolling Stones, Black and Blue

Date 1976

Size 24 x 30"

Caption This 1976 billboard for the Rolling Stones' album titled Black and Blue elicited an immediate angry response from a women's group who called it "a crime against women" and used bright red spray paint to graffiti the board. The board was quickly taken down and this rare photo snapped in black and white was published in Rolling Stone garnering the Stones with their self crafted "bad boys" image even more public attention than the billboard would

Exh# FP08

Medium framed photograph



Title Bruce Springstein

Date 1978

Size 24 x 30"

Caption Many years after the fact Bruce Springsteen 'fessed up that he himself had graffitied his own billboard one drunken night in 1978 while on tour in Los Angeles. Turns out The Boss did not particularly care for his painterly rendition and he led his E Street band members on a late night foray armed with spray paint on the billboard. Bruce also allowed that he would have painted a mustache on as well "but it was too damn high".

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP09 **Medium** framed photograph



Title Neil Young

Date 1973

Size 24 x 30"

Caption

Exh# FP10 **Medium** framed photograph



Title Pink Floyd, Animals

Date 1977

Size 24 x 30"

Caption

Exh# FP11 **Medium** framed photograph



Title Santana, Amigos

Date 1976

Size 24 x 30"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP12

Medium framed photograph



Title Tower Records

Date 1977

Size 24 x 30"

Caption In the days before people simply downloaded their favorite tunes they went to record stores to buy albums, cassettes and eventually DVDs. Tower Records located right at the heart of the Sunset Strip and midway between the hip hotels and venues favored by touring rock stars was famous as a late night hangout for all types of music aficionados. The store was non-descript architecturally but was generally festooned with so many signs

Exh# FP13

Medium framed photograph



Title Donna Summer

Date 1978

Size 24 x 30"

Caption

Exh# FP14

Medium framed photograph



Title Madonna

Date 2001

Size 24 x 30"

Caption By the start of the 21st Century rock and roll had given way on the Strip to ads primarily pushing fashion products. Hand painted billboards also gave way to digitally produced graphics including this building sized promotion for Madonna printed onto large sheets of material and draped over a building in the trendy Sunset Plaza area.

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP15

Medium framed photograph



Title Beatles, Abbey Road

Date 1969

Size 24 x 30"

Caption

Exh# FP16

Medium framed photograph



Title John Lennon

Date 1971

Size 24 x 30"

Caption In the early 1970s, after the Beatles had broken up, John Lennon was living in Los Angeles for a brief period of time. His billboard on the Strip, which employed real negative space featured cut out letters that called attention to an otherwise highly minimalist design, was a reminder to fans that he was still “available”. During its posting some wise guy with a can of spray added his own sequential commentary.

Exh# FP17

Medium framed photograph



Title Randy Newman

Date 1979

Size 24 x 30"

Caption Randy Newman is a local Angeleno who grew up around the music industry and is well known for the wry sense of irony and humor in his songs. His 1979 billboard for a record titled Born Again is clearly poking fun at the over the top commercial pretentiousness of groups like Kiss.

Rock Billboard Exhibition - Illustrated Checklist

Exh# FP18



Medium framed photograph

Title David Lee Roth

Date 1986

Size 24 x 30"

Caption

Exh# FP19



Medium framed photograph

Title The Eurythmics

Date 1986

Size 24 x 30"

Caption

Exh# FP20



Medium framed photograph

Title Elvis Costello

Date 1978

Size 24 x 30"

Caption As the 1980s approached a whole new wave of fresh acts was reinvigorating the music scene. Only now along with billboards there was an entirely new medium available to promote music acts and reach an even larger market of fans- and that new medium was spelled MTV. By the mid-80s promotional dollars that once flowed freely into the creation of clever one-of-a-kind Sunset Strip billboards had been diverted into the production of slick

Rock Billboard Exhibition - Illustrated Checklist

Exh# HP01 **Medium** photo mounted on gator board



Title War Chest

Date circa 1940s

Size 16 x 20"

Caption

Exh# HP02 **Medium** photo mounted on gator board



Title Stock Market Update

Date circa 1930s

Size 16 x 20"

Caption

Exh# HP03 **Medium** photo mounted on gator board



Title Kentucky Flood

Date 1937

Size 16 x 20"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# HP04 **Medium** photo mounted on gator board



Title Carnation Canned Milk

Date 1958

Size 16 x 20"

Caption

Exh# HP05 **Medium** photo mounted on gator board



Title Ford for '55

Date 1955

Size 16 x 20"

Caption

Exh# HP06 **Medium** photo mounted on gator board



Title Fly PSA

Date circa 1960s

Size 16 x 20"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# HP07

Medium photo mounted on gator board



Title Vote Republican

Date n.d.

Size 16 x 20"

Caption

Exh# HP08

Medium photo mounted on gator board



Title Pepsi Girl

Date circa 1950s

Size 16 x 20"

Caption

Exh# HP09

Medium photo mounted on gator board



Title Pearson's Candy

Date 1950s

Size 16 x 20"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# HP10 **Medium** photo mounted on gator board



Title McDonald's Quarter Pounder

Date circa 1970s

Size 16 x 20"

Caption

Exh# HP11 **Medium** photo mounted on gator board



Title Edwards Coffee

Date circa 1930s

Size 16 x 20"

Caption

Exh# HP12 **Medium** photo mounted on gator board



Title First Come, Last Served

Date 1979

Size 16 x 20"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# HP13

Medium photo mounted on gator board



Title King Tut Exhibit LACMA

Date 1979

Size 16 x 20"

Caption

Exh# HP14

Medium photo mounted on gator board



Title Superman, The Movie

Date 1978

Size 16 x 20"

Caption

Exh# MP1

Medium photo on gator board



Title Joe Cocker

Date 1969

Size 24 x 36"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# MP2 **Medium** photo on gator board



Title David Bowie

Date 1976

Size 24 x 36"

Caption

Exh# MP3 **Medium** photo on gator board



Title UFO

Date 1978

Size 24 x 36"

Caption

Exh# MP4 **Medium** photo mounted on gator board



Title Nazareth

Date 1973

Size 24 x 36"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# MP5 **Medium** photo on gator board



Title Rhinoceros

Date 1968

Size 24 x 36"

Caption

Exh# MP6 **Medium** photo mounted on gator board



Title Procol Harum

Date 1971

Size 24 x 36"

Caption

Exh# MP7 **Medium** photo mounted on gator board



Title Jackson Browne

Date 1972

Size 24 x 36"

Caption

Rock Billboard Exhibition - Illustrated Checklist

Exh# MP8

Medium photo mounted on gator board

Title Rolling Stones, Love You Live

Date 1977

Size 24 x 36"

Caption



Exh# TP1

Medium text panel mounted on gator board

Title Rock 'N' Roll Billboards of the Sunset Strip

Date _____

Size 20 x 24"

Caption



Exh# TP2

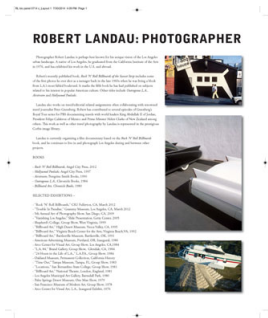
Medium text panel on gator board

Title Robert Landau, Photographer

Date

Size 20 x 24"

Caption



Rock Billboard Exhibition - Illustrated Checklist

Exh#

TP3

Medium

text panel on gator board

Title

Hand-Painted Billboards

Date

Size

20 x 24"

Caption



Exh#

TP4

Medium

text panel on gator board

Title

Where's Paul's Head?

Date

Size

20 x 24"

Caption



Exh#

TP5

Medium

text panel on gator board

Title

Outdoor Advertising

Date

Size

20 x 24"

Caption

