



UNIVERSITY OF  
MARYLAND  
The Art Gallery

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**FOR IMMEDIATE RELEASE**

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**How Sweet it is! The Future of the Poster is Now**

COLLEGE PARK—The Art Gallery is excited to present an exhibition that showcases the cutting edge experimentation taking place in silk-screened rock posters. *Sweet: The Graphic Beauty of the Contemporary Rock Poster* features twenty-nine of the leading artists/groups of silk-screened contemporary rock posters, on view Wednesday, February 6 through Saturday, March 29, 2008. Artist Jesse LeDoux creates a site-specific installation in the back gallery that displays the versatility of the screen printing technique, and artist Tim Gough creates unique signage for the exhibition utilizing silk-screening and other media applied directly to the walls. As part of the opening of the exhibition, *Sweet Booth* is an all-day event with participating exhibiting artists selling rock posters, unique works of art, and clothing. Special events during opening day include a raffle for a Squier Bullet guitar made by Fender and donated by the Guitar Center, Rockville, Maryland. A second raffle includes a portfolio of promotional prints by six of the artists: 33RPM Design, Diana Sudyka, Jeff Kleinsmith of Patent Pending, Cricket Press, Guy Burwell, and El Jefe Design.

Born from the lithographic posters of turn-of-the-century Art Nouveau advertisements, as well as from travel advertisements from the pre-World War II era, the rock poster originally gained status as a viable expression of art during the psychedelic period of rock from the mid to late 1960s. While other artists mimicked the form, the poster movement of that time remained centered in the bay area of California. After a lull in the production of hand-printed silk-screened rock posters, brought on by the availability of cheap photocopying technology in the late 1970s/early 1980s and the mass produced media of the new MTV age, contemporary artists are once again utilizing

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the “hands-on” techniques of producing silk-screened posters to promote the music they love. While this new wave of poster production began in the rockabilly and indie music scenes, it has spread equally, nationally and internationally, across music genres as well. *Sweet* will identify and exhibit those artists that are leading this new resurgence.

Four of the featured artists include John Foster, Jesse LeDoux, Diana Sudyka, and Jason Munn. John Foster is Vice President of Fuzion Collaborative, a design studio based in Alexandria, Virginia. He frequently lectures on design and education issues around the world, including at the HOW Design Conferences. His work has been featured in numerous books and magazines, included in galleries world-wide, and was recently featured in the Smithsonian Museum of Design’s “Graphic Noise” exhibit. Foster is also the recipient of a gold and silver medal from the Art Directors Club of Metropolitan Washington as well as a Best of Show from the ADDYs. He is the author of *New Masters of Poster Design* for Rockport Publishers, as well as *Maximum Page Design* for HOW Design Books. In *New Masters*, Foster demonstrates that the poster is “powerful, vibrant, and – most importantly– artful” and that “the future of the poster is now.” Foster promises visitors to *Sweet* “will never view the humble poster the same way again.”

Jesse LeDoux was art director and designer for Seattle-based Sub Pop Records, founding member of Patent Pending Design, and created album and poster artwork for artists such as The Shins, Iron and Wine, and Hot Hot Heat before launching his own illustration/design firm, LeDouxville, in 2004. His work is in the permanent collection of the Experience Music Project in Seattle and has been exhibited nationally and internationally. A Grammy Awards nominee, LeDoux currently works out of his studio in Tokyo, Japan. In the past year he has worked with Nike, Giro, Dakine, Target, and Drive-Thru records to create a diverse range of products.

Diana Sudyka works in the Chicago area and has created posters for The Decemberists, Feist, Iron and Wine, Andrew Bird, Modest Mouse, Pearl Jam, and Tortoise. Jason Munn started The Small Stakes in 2003, a California-

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based design studio that produces nationally and internationally commissioned work in a range of print materials. Munn's work has appeared in *Print*, *Communication Arts*, *étapes*, *Computer Arts Projects*, *ReadyMade*, and *Creative Review*, and is part of the permanent collection at the San Francisco Museum of Modern Art.

The Art Gallery is supported by a grant from the Maryland State Arts Council, an agency dedicated to cultivating a vibrant cultural community where the arts thrive. Funding for the Maryland State Arts Council is also provided by the National Endowment for the Arts, a federal agency, which believes that a great nation deserves great art. The exhibition is being sponsored in part by Tiny Showcase ([www.tinyshowcase.com](http://www.tinyshowcase.com)), which will be releasing a new print from seven of the artists, including LeDoux, on the seven days leading up to the opening of the exhibition, and donating a portion of the sales to The Art Gallery. Other sponsors include the American Poster Institute, Guy T. Kuhn Fine Art Paper, Renaissance Graphic Arts, Amazing Magnets, Backyard Inflatables, and an anonymous donor.

The exhibition is curated by University of Maryland Department of Art printmaking professor, Justin Strom, and by The Art Gallery's Exhibition Designer, John Shipman, and is part of an ongoing commitment to work with regional artists in presenting exhibitions that address current trends in contemporary art and design. The Art Gallery's exhibitions and events are free and open to the public. The facility is wheelchair accessible and assistance for the hearing impaired can be arranged with advance notice by calling 301.405.2763. The Art Gallery's hours are Monday through Saturday from 11:00am to 4:00pm with extended hours on Wednesday until 6:00 pm. The Art Gallery observes University of Maryland, College Park closings. For further information regarding this exhibition and future events and activities call 301.405.2763 or visit [www.artgallery.umd.edu](http://www.artgallery.umd.edu).

## **EVENTS**

### **Sweet Booth**

February 6, 2008, 11:00 a.m. - 7:30 p.m.  
Art/Sociology Building Atrium, University of Maryland

### **Opening Reception**

February 6, 2008, 5:00-7:00 p.m.  
Second floor of the Atrium in the Art-Sociology Building, University of Maryland.

### **Gallery Talk/Lecture**

The Art of the Contemporary Rock Poster  
John Foster, Participating Artist and Vice President of Fuzion Collaborative  
Wednesday, March 5, 2008, 3:00 p.m.  
The Art Gallery, 2202 Art-Sociology Building, University of Maryland

John Foster will present a gallery talk/lecture on the history of rock posters, discussing several works in the exhibition, past and contemporary styles, and sources of inspiration. The lecture is free and open to the public.

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