

LACMA

ED RUSCHA: STANDARD

SEPTEMBER 22, 2012–JANUARY 21, 2013

BCAM, LEVEL 3



(IMAGE CAPTIONS ON PAGE 2)

DESCRIPTION

Ed Ruscha: Standard presents a selection of work by the quintessential Los Angeles-based artist that spans six decades. The exhibition features nearly one hundred pieces by Ruscha drawn largely from LACMA's permanent holdings, which include more than three hundred works by the artist. Ruscha's art depicts everyday iconography—gas stations, street signs, billboards, commercial packaging—yet often triggers philosophical reflection about the relationship between words, objects, and ideas.

Working confidently in many media, including painting, photography, printmaking, drawing, and film, Ruscha is recognized as one of the most important artists of our time. The artist's influence can be seen in graphic design, cinema, architectural theory, and urban history.

Ed Ruscha: Standard highlights generous donations of the artist's work to LACMA's permanent collection over the years. Coinciding with this exhibition is LACMA's 2012 Art + Film Gala on October 27, honoring Ed Ruscha and director Stanley Kubrick, with director Steven Spielberg paying tribute to the late filmmaker.

CREDIT

This exhibition was organized by the Los Angeles County Museum of Art.

About LACMA

Since its inception in 1965, LACMA has been devoted to collecting works of art that span both history and geography and represent Los Angeles's uniquely diverse population. Today, the museum features particularly strong collections of Asian, Latin American, European, and American art, as well as a contemporary museum on its campus. With this expanded space for contemporary art, innovative collaborations with artists, and an ongoing *Transformation* project, LACMA is creating a truly modern lens through which to view its rich encyclopedic collection.

Location and Contact: 5905 Wilshire Boulevard (at Fairfax Avenue), Los Angeles, CA, 90036 | 323 857-6000 | lacma.org

Hours: Monday, Tuesday, Thursday: 11 am-5 pm; Friday: 11 am-8 pm; Saturday, Sunday: 10 am-7 pm; closed Wednesday

General Admission: Adults: \$15; students 18+ with ID and senior citizens 62+: \$10

Free General Admission: Members; children 17 and under; after 3 pm weekdays for L.A. County residents; second Tuesday of every month; Target Free Holiday Mondays

Images (page 1):

(Left) Ed Ruscha, *Standard Station*, 1966, Museum Acquisition Fund, © 2012 Ed Ruscha. All rights reserved. Photo © 2012 Museum Associates/LACMA

(Center) Ed Ruscha, *Sin-Without*, 1991, purchased with funds provided by the Modern and Contemporary Art Council and the National Endowment for the Arts, © 2012 Ed Ruscha. All rights reserved. Photo © 2012 Museum Associates/LACMA

(Right) Ed Ruscha, *Actual Size*, 1962, Anonymous gift through the Contemporary Art Council, © 2012 Ed Ruscha. All rights reserved. Photo © 2012 Museum Associates/LACMA

Press Contact: For additional information, contact LACMA Communications at press@lacma.org or 323 857-6522.

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