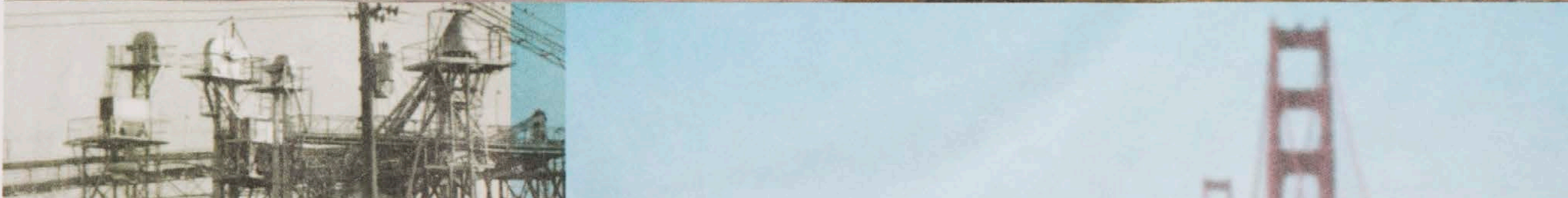




# MADE IN CALIFORNIA

ART, IMAGE, AND IDENTITY, 1900-2000



LOS ANGELES COUNTY  
MUSEUM OF ART

- 1 October 22, 2000–March 18, 2001
- 2
- 3
- 4 October 22, 2000–February 25, 2001
- 5 November 12, 2000–February 25, 2001

# MADE IN CALIFORNIA RELATED EVENTS AT LACMA

This schedule is current at press time. Reservations are required for some events. For programs and reservations, please call the Made in California information line: 323-932-5836. For further information, go to [www.madeincalif.com](http://www.madeincalif.com).

## DISCUSSIONS

Scholars, LACMA curators, collectors, and other participants address issues emerging from the Made in California exhibition.

Sunday, October 29, 2000  
1:30 P.M., Bing Theater

### "The Making of Made in California"

A behind-the-scenes view with the exhibition's core organizers: Stephanie Barron, Senior Curator of Modern and Contemporary Art and Vice President of Public Programs; Ilene Susan Fort, Curator of American Art; and Sheri Bernstein, Exhibition Associate, in conversation with arts writer Barbara Isenberg.

The following talks begin at 6 p.m. in the Brown Auditorium. Space is limited to 40 people, and reservations are required.

Thursday, December 7, 2000

### "Selling California: Boosterism, Tourism, and the Arts"

This discussion examines the ways California has been promoted and the relationship between the arts and the tourist industry. Participants include Dean MacCannell, Steve Turner, and Enrique Chagoya. Moderator: Sheri Bernstein, LACMA.

Thursday, January 11, 2001

### "Identity Politics in Art: Then and Now"

California-based artists from different generations come together to explore the representation of identity in art. Participants include Gilbert Sánchez Luján and Todd Gray. Moderator: Howard Fox, LACMA.

Thursday, February 8, 2001

### "Pushing Boundaries: Shaping Female Identity in California"

The construction of the female image is examined in the 1930s, when the movie industry generated glamorous images of femininity through costumes; and in the 1960s and 1970s, when Bay Area artists reconceived traditional textiles as an art form. Speakers include Melissa Leventon and Louise Coffey-Webb. Moderator: Kaye Spilker, LACMA.

Thursday, February 15, 2001

### "California Artists behind Barbed Wire: Japanese American Artists and World War II"

A collaboration between the Japanese American National Museum and LACMA, this discussion looks at the work of Japanese American artists during and after the experience of the internment camps in World War II.

## SYMPOSIUM

Co-organized by the LACMA Institute for Art and Cultures and USC

### Do Art Schools Rule? The Past, Present, and Future of the California Art World

Wednesday, November 15, 2000,  
6:00 P.M.

Andrus Gerontology Center Auditorium, USC  
Speaker: Howard Singerman; panelists: Suzanne Lacy, David Antin, Paul Brach; moderator: Amelia Jones.

Thursday, November 16, 2000,  
7:00 P.M.

LACMA West Penthouse  
Alexis Smith interviewed by Barbara Isenberg; panelists: Jeremy Gilbert-Rolfe, Dick Hebdige, Christine Robbins; moderator: Leo Braudy.  
Reservations are required.

## MUSIC FESTIVAL

Throughout the 20th century, California has been home to music unique to its time and place. Four concerts, beginning at 8:00 p.m. in the Bing Theater, highlight important California music.

Monday, November 13, 2000

### "Red Fish Blue Fish"

Monday, November 27, 2000

### "Emigrés on the Roof"

Monday, December 11, 2000

### "The San Francisco Tape Center Revisited"

Monday, January 8, 2001

### "California EAR Unit"

## FILM PROGRAMS

Film programs begin at 7:30 p.m. in the Bing Theater

Thursday, October 26, 2000

### Rebel without a Cause

45th anniversary screening and cast reunion.

Fridays and Saturdays,

October 28–November 25, 2000

### California Noir

Eighteen classic crime films.

Friday, January 5 and Saturday, January 6, 2001

### A "Steinbeck on Film" Weekend

*The Grapes of Wrath, East of Eden, Of Mice and Men, Tortilla Flat.*

Fridays and Saturdays,

January 12–20, 2001

### Powerful Actresses in Early Hollywood

Mary Pickford, Marion Davies, Gloria Swanson, Norma Shearer.

Thursdays, January 18, 25, and February 1, 2001

### Experimental California

Work by California experimental filmmakers.

Fridays and Saturdays,

January 26–February 24, 2001

### California Cultures

California's social and psychological portrait on film.

## OFF-SITE GUIDED TOURS

These unique tours explore unusual sites in Los Angeles. Lunch at a historic venue will be included. Space is limited to 45 people, and reservations are required. Tours begin at LACMA.

Saturday, December 16, 2000

9:30 A.M.–3:00 P.M.

### "Fabulous Places, Fascinating Facts: The 1920s and 1930s in Los Angeles"

Price: \$90; \$75 for LACMA members

Saturday, January 20, 2001

9:30 A.M.–3:00 P.M.

### "Fabulous Places, Fun and Funky: The 1940s and 1950s in Los Angeles"

Price: \$90; \$75 for LACMA members

Education programs at the museum are supported in part by grants from the California Arts Council, the City of Los Angeles Cultural Affairs Department, and the William Randolph Hearst Endowment Fund for Arts Education.

Art Education Experiences at LACMA are made possible by grants from Ronnie and Vidal Sassoon, Sony Pictures Entertainment, the Joseph Drown Foundation, and All-Pro Broadcasting. Additional support was provided by the Streisand Foundation and the Deluxe Corporation Foundation.

Sheila and Wally Weisman Family Sundays are made possible by Sheila and Wally Weisman.

The Writers in Focus Series is cosponsored by Poets Anonymous and Poets & Writers, Inc., through a grant received from the James Irvine Foundation.

All programs are subject to change.

Saturday, January 27, 2001

10:00 A.M.–3:00 P.M.

### "Murals and More: Public Art in Los Angeles"

This tour of the city's public art is conducted by Robin Dunitz, vice president of the Mural Conservancy of Los Angeles. Price: \$90; \$75 for LACMA members

## SHEILA AND WALLY WEISMAN FAMILY SUNDAYS

Join us for family programs, beginning at 12:30 p.m. on the Times Mirror Central Court.

November 5, 19, and 26, 2000

### Land, Sea, Cityscapes

December 3, 10, and 17, 2000

### Car and Beach Culture

January 7, 14, and 28, 2001

### Public Art

February 4, 11, and 25, 2001

### Hollywood Glamour

## WRITERS IN FOCUS SERIES

Friday, February 23, 2001

7:00 P.M., Anderson Building, third floor

Sesshu Foster and Amy Uyamatsu, Los Angeles poets whose work addresses identity in California, will read. This program is free to LACMA members and included in the admission fee to the museum (\$7 for adults) for others.

## MORE PROGRAMS AND EVENTS

Cultural organizations throughout the Los Angeles region will present a wide variety of programs that interpret and expand upon the themes of *Made in California*. Fine art, theater and music performances, lectures, films, historical exhibitions, and many other activities add up to an entire season exploring the many facets of California culture. For information about these programs and links to LACMA's partner organizations, go to [www.madeincalif.com](http://www.madeincalif.com)

*Made in California: Art, Image, and Identity, 1900–2000* was organized by the Los Angeles County Museum of Art.

It was made possible by a major grant from the S. Mark Taper Foundation, founded in 1989, a private family foundation dedicated to enhancing the quality of people's lives.

Additional support was provided by the Donald Bren Foundation, the National Endowment for the Arts, Bank of America, Helen and Peter Bing, Peter Norton Family Foundation, See's Candies, the Brotman Foundation of California, and Farmers Insurance.

Primary in-kind support for the exhibition was provided by FrameStore. Additional in-kind support was provided by KLOS 88.1 FM, Gardner Lithograph, and Appleton Coated LLC.

California's image is familiar around the world, yet the state's artistic tradition remains far less widely known. **MADE IN CALIFORNIA: ART, IMAGE, AND IDENTITY, 1900–2000** examines aspects of this tradition by exploring how the arts have shaped, supported, complicated, and challenged popular conceptions and mythologies of the state during the twentieth century.

The exhibition consists of five twenty-year sections organized thematically around key aspects of California's image. (*Made in California: NOW* features installations by contemporary artists at LACMA West.) Two themes remain central throughout: the physical landscape and the state's cultural and ethnic character, particularly in relation to Latin America and Asia.

California's image has varied tremendously according to the interests of those defining it. At the turn of the century a cohesive, Edenic vision prevailed. Since that time increasingly diverse representations of the state have circulated, as artists, commercial promoters, political reformers, and others have voiced contrasting and often competing perspectives.

### **WHICH CALIFORNIA? WHOSE CALIFORNIA?**

These are the questions that drive this exhibition.

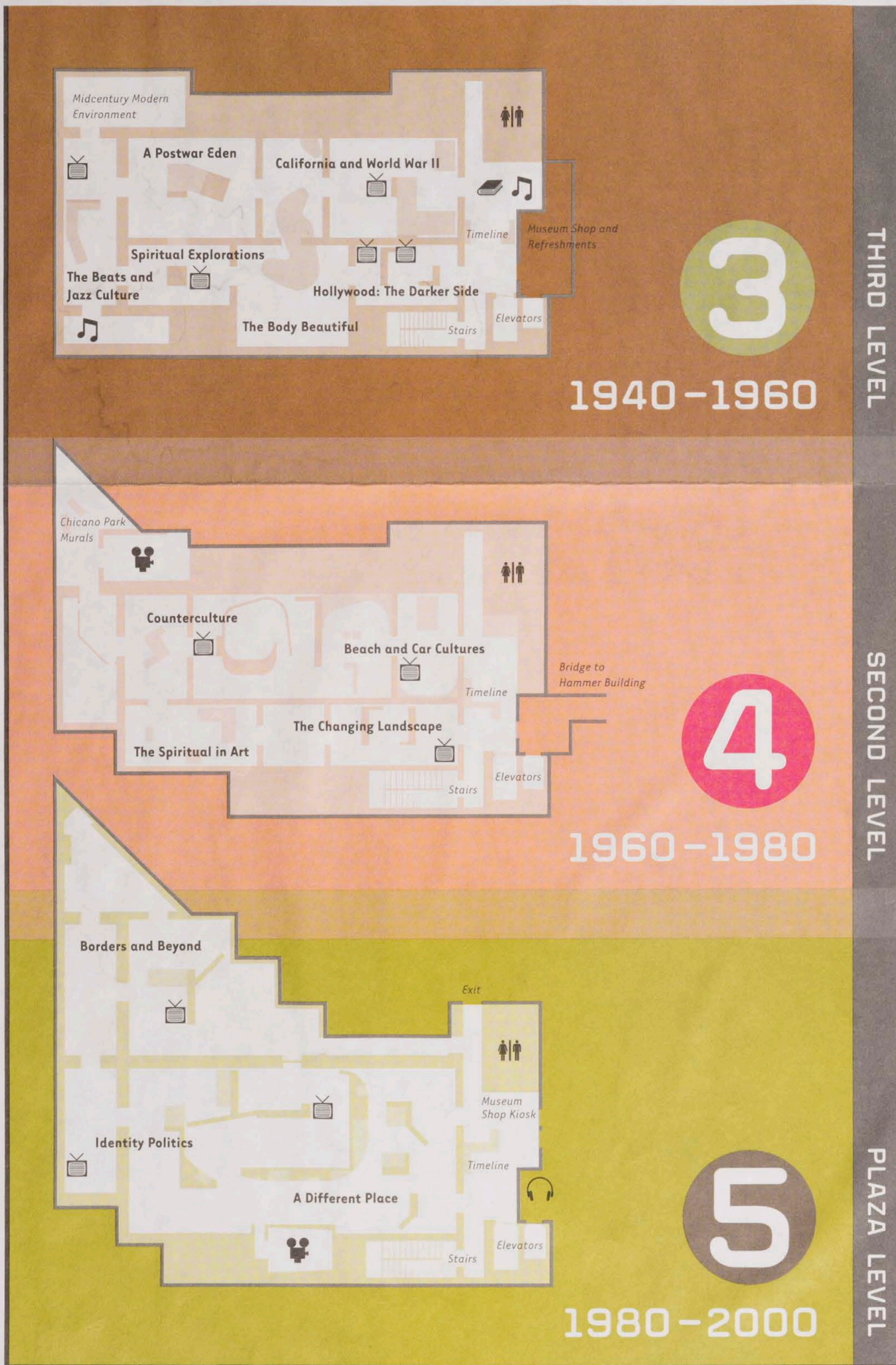
# MADE IN CALIFORNIA

## ART, IMAGE, AND IDENTITY, 1900-2000

*Made in California* may be viewed in any order. However, a chronological tour is recommended, beginning on the plaza level of the Hammer Building.

**Recorded Tour**  
Random-access audio tours for adults and families are available for \$5 (\$4.50 each for groups of ten or more).

**Museum Hours**  
Monday, Tuesday, and Thursday:  
Noon to 8 P.M.  
Friday: Noon to 9 P.M.  
Saturday and Sunday:  
11 A.M. to 8 P.M.  
Closed Wednesday, Thanksgiving, and Christmas Day.



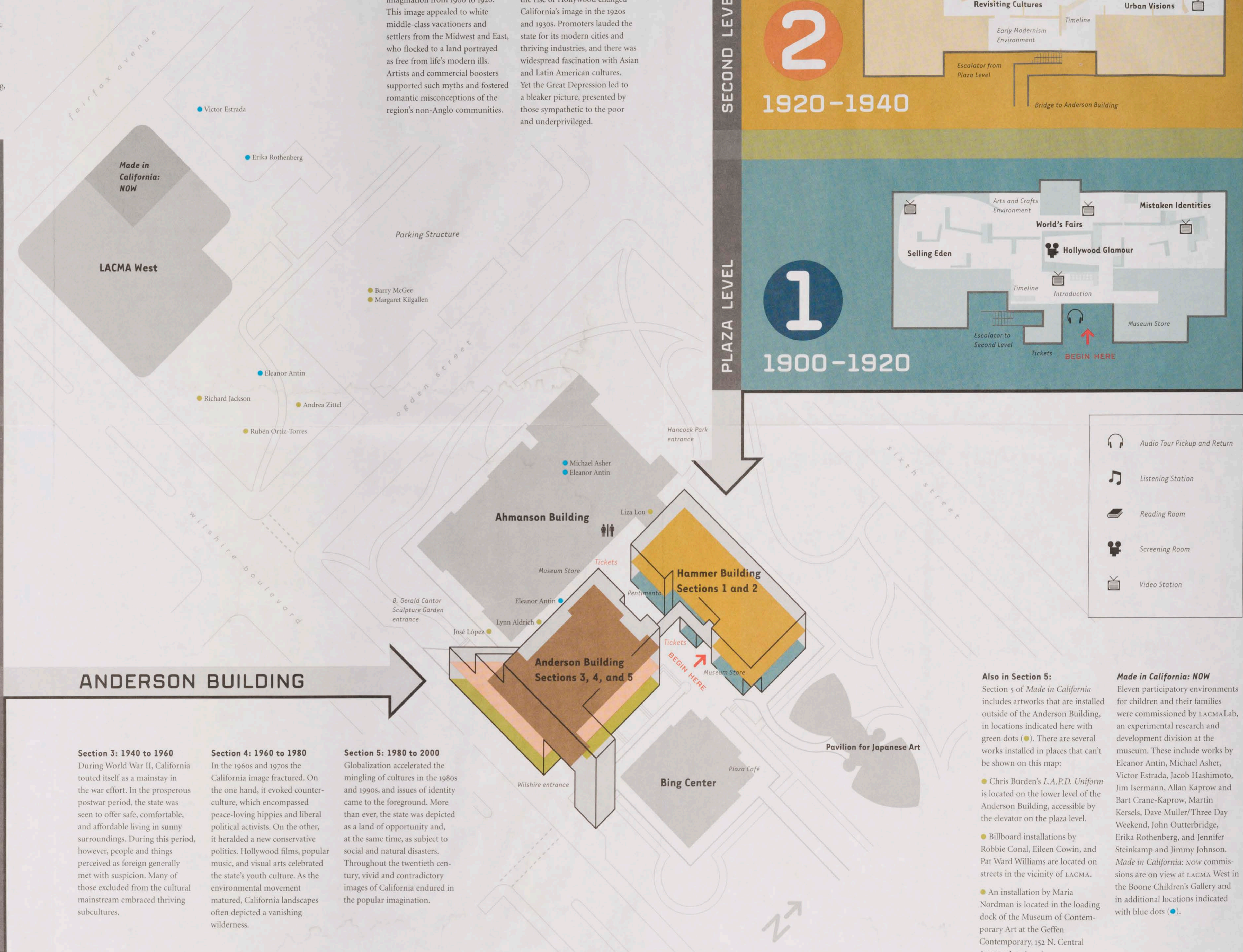
## HAMMER BUILDING

### Section 1: 1900 to 1920

A vision of California as a bountiful paradise captured the popular imagination from 1900 to 1920. This image appealed to white middle-class vacationers and settlers from the Midwest and East, who flocked to a land portrayed as free from life's modern ills. Artists and commercial boosters supported such myths and fostered romantic misconceptions of the region's non-Anglo communities.

### Section 2: 1920 to 1940

An influx of diverse people, dramatic economic shifts, and the rise of Hollywood changed California's image in the 1920s and 1930s. Promoters lauded the state for its modern cities and thriving industries, and there was widespread fascination with Asian and Latin American cultures. Yet the Great Depression led to a bleaker picture, presented by those sympathetic to the poor and underprivileged.



## ANDERSON BUILDING

### Section 3: 1940 to 1960

During World War II, California touted itself as a mainstay in the war effort. In the prosperous postwar period, the state was seen to offer safe, comfortable, and affordable living in sunny surroundings. During this period, however, people and things perceived as foreign generally met with suspicion. Many of those excluded from the cultural mainstream embraced thriving subcultures.

### Section 4: 1960 to 1980

In the 1960s and 1970s the California image fractured. On the one hand, it evoked counter-culture, which encompassed peace-loving hippies and liberal political activists. On the other, it heralded a new conservative politics. Hollywood films, popular music, and visual arts celebrated the state's youth culture. As the environmental movement matured, California landscapes often depicted a vanishing wilderness.

### Section 5: 1980 to 2000

Globalization accelerated the mingling of cultures in the 1980s and 1990s, and issues of identity came to the foreground. More than ever, the state was depicted as a land of opportunity and, at the same time, as subject to social and natural disasters. Throughout the twentieth century, vivid and contradictory images of California endured in the popular imagination.

### Also in Section 5:

- Section 5 of *Made in California* includes artworks that are installed outside of the Anderson Building, in locations indicated here with green dots (●). There are several works installed in places that can't be shown on this map:
- Chris Burden's *L.A.P.D. Uniform* is located on the lower level of the Anderson Building, accessible by the elevator on the plaza level.
- Billboard installations by Robbie Conal, Eileen Cowin, and Pat Ward Williams are located on streets in the vicinity of LACMA.
- An installation by Maria Nordman is located in the loading dock of the Museum of Contemporary Art at the Geffen Contemporary, 152 N. Central Avenue, Los Angeles.

### Made in California: NOW

Eleven participatory environments for children and their families were commissioned by LACMA Lab, an experimental research and development division at the museum. These include works by Eleanor Antin, Michael Asher, Victor Estrada, Jacob Hashimoto, Jim Isermann, Allan Kaprow and Bart Crane-Kaprow, Martin Kersels, Dave Muller/Three Day Weekend, John Outerbridge, Erika Rothenberg, and Jennifer Steinkamp and Jimmy Johnson. *Made in California: NOW* commissions are on view at LACMA West and in additional locations indicated with blue dots (●).