

WHITNEY

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Press Release

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SUMMER 2007 IS THE WHITNEY MUSEUM'S *SUMMER OF LOVE*, CELEBRATING ART OF THE PSYCHEDELIC ERA



Isaac Abrams, *All Things Are One Thing*, 1966

The emergence and flowering of psychedelic art coincided with one of the most revolutionary and tumultuous periods of the twentieth century. Forty years after the legendary summer of 1967, the Whitney Museum of American Art revisits the period with *Summer of Love: Art of the Psychedelic Era*, an exhibition tracing the explosion of contemporary art and popular culture that was brought about by the civil unrest and pervasive social change of the 1960s and early 70s. Opening May 24 2007, the exhibition celebrates a new psychedelic aesthetic that emerged in art, music, film, architecture, graphic design, and fashion. Curated by Christoph Grunenberg at Tate Liverpool and originally presented there, the show has toured to the Kunsthalle Schirn Frankfurt and the Kunsthalle Wien. The installation at the Whitney, which

on view through September 16, is the only showing of the exhibition in the United States, and is being overseen by assistant curator Henriette Huldish.

Psychedelic art, distinguished by its use of exuberant color, ornamental forms, and formally complex, obsessively detailed compositions, represented expanded or altered states of consciousness induced by music, light, meditation, and hallucinogenic drugs. In recent years, art of the psychedelic era has experienced an unprecedented revival and captured again the imaginations of contemporary artists, designers, and filmmakers. *Summer of Love* reconstructs the original creative impulse and utopian ambitions of psychedelia and locates it within the wider cultural and political context of counterculture and the civil rights movement, the Cold War and the Vietnam War. The exhibition demonstrates how the psychedelic aesthetic permeated many aspects of popular culture and how artists, immersed in countercultural activity, fluidly crossed the boundaries between disciplines, genres, and media.

Summer of Love features paintings, photographs and sculptures by Isaac Abrams, Richard Avedon, Lynda Benglis, Richard Hamilton, Jimi Hendrix, Robert Indiana, Yayoi Kusama, Elliott Landy, Richard Lindner, John McCracken, and Andy Warhol, among others, as well as a rich selection of important posters, album covers and underground magazines. A special emphasis is placed on film, video, and multimedia environments, replicating the immersive experience of psychedelic light shows and performances, and including works by Jordan Belson, Stan VanDerBeek, James Whitney, and Lamonte Young and Marian Zazeela. Also shown are a multiple projection installation of the Boyle Family's films, first used in light shows for the psychedelic band The Soft Machine, and a liquid crystal projection by Gustav Metzger. Major environments include Mati Klarwein's *New Aleph Sanctuary 1963-71*, which brings together many of his motifs (which he also used in his designs for Santana album covers) in a spectacular installation, and Vernon Panton's brightly-colored crawl-in furniture landscape.

The art in the exhibition is contextualized through a wealth of documentary material, highlighting events, people and places in three centers of countercultural activity: San Francisco, New York, and London. The sections include photographs, films of protests and concerts, light shows, as well as events at places such as the UFO nightclub in London, the Fillmore Auditorium in San Francisco, and the Human Be-In in that city's Golden Gate Park, featuring Allen Ginsberg and Timothy Leary. The underground press, emerging during the

1960s as an instrument of alternative communication and democratization, is represented through *Oz* magazine, *International Times*, *East Village Other*, and *The San Francisco Oracle*, along with many other publications and documents. Providing a vivid picture of a period in fundamental moral and political upheaval, they are also testament to an extraordinary burst of creativity that revolutionized the visual vocabulary of graphic design.

ABOUT THE WHITNEY MUSEUM

The Whitney Museum of American Art is the leading advocate of 20th- and 21st-century American art. Founded in 1930, the Museum is regarded as the preeminent collection of American art and includes major works and materials from the estate of Edward Hopper, the largest public collection of works by Alexander Calder, Louise Nevelson, and Lucas Samaras, as well as significant works by Jasper Johns, Donald Judd, Agnes Martin, Bruce Nauman, Georgia O'Keeffe, Claes Oldenburg, Kiki Smith, and Andy Warhol, among other artists. With its history of exhibiting the most promising and influential American artists and provoking intense critical and public debate, the Whitney's signature show, the Biennial, has become the most important survey of the state of contemporary art in America today.

***Summer of Love: Art of the Psychedelic Era.* An exhibition organized by Tate Liverpool**

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Current and Upcoming Exhibitions at the Whitney Museum of American Art:

Modernisms	Opens January 19, 2007
Terence Koh	Through May 27, 2007
Gordon Matta-Clark	February 22-June 3, 2007
Taryn Simon	March 9-June 24, 2007
Lincoln Kirstein	April 25-August 26, 2007
Summer of Love: Art of the Psychedelic Era	May 24-September 16, 2007
Rudolf Stingel	June 28-October 14, 2007
Kara Walker	October 11, 2007-Feb. 3, 2008
Lawrence Weiner	Opens November 15, 2007
Demuth's Late Paintings of Lancaster	February 23-April 27, 2008
2008 Whitney Biennial	Opens March 2008

The Whitney Museum is located at 945 Madison Avenue, New York City. Museum hours are: Wednesday, Thursday, Saturday, and Sunday from 11 a.m. to 6 p.m., Friday from 1 p.m. to 9 p.m., closed Monday and Tuesday. For information, please call 1-800 WHITNEY or visit www.whitney.org

Current and Upcoming Exhibitions at the Whitney Museum of American Art at Altria:

Matthew Brannon Through August 26, 2007

The Whitney Museum of American Art at Altria is located at 120 Park Avenue at 42nd Street. Gallery hours: Monday through Friday from 11 a.m. to 6 p.m., Thursdays 11 a.m. to 7:30 p.m. Sculpture Court Hours: Monday through Saturday from 7:30 a.m. to 9:30 p.m., Sundays and holidays 11 a.m. to 7 p.m. The Whitney Museum at Altria is funded by Altria Group, Inc. Admission is free. Free gallery talks are offered every Wednesday and Friday at 1:00 p.m. For further information, please call (917) 663-2453.