



5814 Wilshire Blvd / Los Angeles, CA 90036
 Tel. 323.937.4230 / Fax. 323.937.5576
www.cafam.org

...because a shrinking world requires an EXPANDED mind

FOR IMMEDIATE RELEASE

CAFAM CONTACT: Eilen R. Stewart
 Tel. 323.937.4230 x25 / eilen@cafam.org

Museum of California Design CONTACT: Jimmy Vogel
 Tel. 323.930.2700 / jvogel@mocad.org



Myth and Manpower: Graphics and the California Dream
September 27, 2009 – January 10, 2010

Exploring the power of graphic design to communicate ideas and shape human behavior, this original exhibition takes a closer look at the myths surrounding the Golden State. Juxtaposing idyllic images created for selling citrus fruits against union posters created to mobilize for workers' rights, ***Myth and Manpower*** examines the ways in which design principles were used to influence the American public. Organized by the Museum of California Design and guest curated by Bill Stern, ***Myth and Manpower: Graphics and the California Dream*** debuts at CAFAM on September 27th.

Each group of works in ***Myth and Manpower*** uses the different graphic styles to convey its principal message and reveal radically different representations of women, the California landscape, and agricultural product. Early 20th century California fruit box labels painted a mythical picture of a sun-soaked state with pristine orchards, luxurious fruit, and glamorous women. With its peaceful colors, reassuring text, and Hollywood-backdrop scenery, these labels sold the California dream to American consumers every time they went to the grocery store.

Not depicted on the labels were the laborers who worked the fruit fields, often under harsh conditions and with few rights. In the 1970s, the United Farm Workers of America created

posters in order to mobilize for workers' rights and expose the other side of California's agricultural history. The UFW enlisted the talents of well-recognized Chicano artists and designers — such as Barbara Carrasco, Ricardo Favela, Estaban Villa, and Xavier Viramontes — and Chicano art collectives such as the Graphic Arts Group (San Francisco) and Royal Chicano Air Force (Sacramento) to prepare a bold graphic message. The UFW posters were instrumental tools in the struggle for better working conditions and in uniting workers (and their supporters) in solidarity.

Both the citrus industry and the United Farm Workers played significant roles in the economic development of modern California and they continue to be mainstays of the state's economy. Their graphics have left a legacy of the multi-faceted character of the state — from the wealth that produced “millionaires row” on Orange Grove Boulevard in Pasadena to the strides made for social justice by Cesar Chavez and Dolores Huerta. This exhibition honors them and their contributions to California cultural history.

***** High resolution images available *****

About CAFAM

CAFAM champions cultural understanding by encouraging curiosity about our diverse world through the universal lens of art. Our exhibits and programs serve as a catalyst for the exploration of art and ideas that reflect our ever-changing community. In a shrinking world, CAFAM believes in building common ground. As the twenty-first century brings global cultures ever closer together, we often find ourselves traveling in unfamiliar lands. This mapless new landscape required inter-cultural fluency and frequent trips to CAFAM.

About the Museum of California Design

The Museum of California Design is dedicated to honoring California's unique contributions to commercial design and to furthering the understanding of how design affects the way we live. The Museum's programs cover everything from cups to cars—though not architecture—made in every conceivable material. Through its exhibitions and educational programs, the Museum of California Design demonstrates how California's innovative spirit has reflected, and often led, America's cultural and economic development, how it has shaped the way we have lived for more than a century, and how its influence continues to affect us.

Craft and Folk Art Museum

5814 Wilshire Blvd
Los Angeles, CA 90036
Tel. 323.937.4230 / www.cafam.org

Museum Hours

Monday: CLOSED
Tuesday, Wednesday, Friday: 11am – 5pm
Thursday: 11am – 7pm
Saturday, Sunday: 12pm – 6pm

	<p>Golden State Sunkist, Lemon Cove Association, Tulare, California Designer: Unknown, c. 1940 Printer: Western Litho. Co., Los Angeles, California Medium: Offset lithograph Dimensions: 8 7/8 in. X 12 1/2 in. Collection: Jill and Lily Collins</p>
	<p>Boycott Grapes United Farm Workers of America Designer: Xavier Viramontes, 1973 Medium: Offset lithograph Dimensions: 23 in. X 17 in. Collection: Center for the Study of Political Graphics</p>
	<p>Cycle Brand Filmore Citrus Assn., Filmore, California Designer: Unknown, c. 1940 Printer: Crocker-Union Los Angeles, California Medium: Offset Lithograph Dimensions: 11 in. X 10 in. Collection: Jill and Lily Collins</p>
	<p>Labor Day 1975 United Farmworkers of America Designer: TK Collection of the Center for the Study of Political Graphics</p>