

Synopsis: Social Crisis in the Summer of Love Poster Art

The Power of the Poster

‘The poster... yells to people in the street and is heard and understood all over the world. At the same time, it is the official announcement and the anonymous, illegal proclamation. The poster is hand-made in limited numbers... it tells about war and peace, art, fashion and market. It lights up and speaks the resented truth. The poster is history, culture, and art... in itself. The poster lives only one day, but tells the history of an era. ‘ (Erik Meislund of the Danish Poster Museum)

5 poster artists to remember:

1. Wes Wilson – ‘I decided I could break new ground’
2. Stanley ‘Mouse’ Miller (Worked with Alton Kelley → so-called ‘Mouse Studios’)
3. Alton Kelley – ‘When Mouse and I saw a poster we thought was really far out, we’d say, “Now we’ve gotta do one that good”’
4. Rick Griffin – ‘Rick, like the rest of us, was on a mission to turn the world on’ (Vocalist Jerry Garcia from Grateful Dead)
5. Victor Moscoso – ‘Everything I learned in school, I reversed’

Poster 1 By Mouse Studios for the Grateful Dead at the Avalon Ballroom



Poster 2 By Wes Wilson for gig in San Francisco's Fillmore Auditorium



Poster 3 By Rick Griffin for The Grateful Dead



Poster 4 By Victor Moscoso for The Blues Project at The Matrix, 1967

Key words: psychedelic art, LSD, expansion of consciousness, peace, sex, The Matrix, Avalon Ballroom, The Grateful Dead, freedom, spirituality and rock n roll.

Sources:

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2. Miller, Timothy. 'The Hippies and American Values'. University of Tennessee Press 1991.
3. <http://www.plakatmuseum.dk/>
4. <http://exhibits.denverartmuseum.org/psychedelic/the-artists>