



GRAMMY MUSEUM® TO SHOW ICONIC SUMMER OF LOVE- ERA PHOTOGRAPHS BY LEGENDARY ROCK PHOTOGRAPHER JIM MARSHALL

**Organized by The San Francisco Arts Commission Galleries,
Jim Marshall's 1967 will be on display March 10 through May 14, 2017**

LOS ANGELES (Jan. 26, 2017) — The **GRAMMY Museum®** will celebrate one of the most pivotal years in music — and the photographer who captured it — with a special limited showing of ***Jim Marshall's 1967***. Organized by **The San Francisco Arts Commission** in conjunction with the 50th anniversary of San Francisco's Summer of Love, the exhibition will feature a selection of 60 images from the thousands **Jim Marshall** took while he documented history in the making. This special exhibition will be on display through May 14, 2017.

"We are honored to partner with The San Francisco Arts Commission to celebrate the 50th anniversary of one of the most vibrant moments in music history — the Summer of Love," said Nwaka Onwusa, GRAMMY Museum Curator. "During that year, Jim Marshall was equally as important as the artists who were making history with their voices and instruments; his instrument was his camera. We are thrilled to celebrate Marshall and his achievements in capturing a memorable moment in music and San Francisco history."

"San Francisco was a hotbed for musical exploration and reinvention," said Scott Goldman, Vice President of the GRAMMY Foundation and MusiCares, who played a large role in bringing the exhibition to the GRAMMY Museum. "Through his photographs, Jim Marshall told the stories of these artists who were coming up in the San Francisco music scene during this time, the impact the Monterey Pop Festival had on San Francisco and the thousands of music fans and youth who were forever changed by that year. It was an exhilarating time for music, and it's exciting that visitors to this exhibition will get to relive that through his work."

Shown in chronological order, the exhibition, co-curated by SFAC Galleries Director Meg Shiffler and Amelia Davis of Jim Marshall Photography LLC, features a trove of photographs taken by Marshall that capture the vitality of the neighborhood and the multiple scenes and movements that called the Haight and San Francisco their home. Visitors can follow Marshall as he photographs some of the most important artists of 1967 — from the Grateful Dead's last concert in the Haight to an album cover for Jefferson Airplane and Jimi Hendrix's historic free concert in the Panhandle. Marshall was dearly loved and respected by musicians of all genres.

Jim Marshall (1936–2010) spent his life documenting jazz, folk and then rock & roll, and was living and working in San Francisco when California bands such as Moby Grape, Buffalo Springfield, The Charlatans, Jefferson Airplane, and the Grateful Dead were at the forefront of solidifying a cultural movement that had its heyday in 1967. He has been called the most celebrated and prolific photographer of the 20th century, creating hundreds of legendary images that came into the public consciousness through magazine features, more than 500 album covers and six books. Marshall holds the distinction of being the first and only photographer to



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be honored with The Recording Academy®'s Trustee Award. Awarded posthumously in 2014, the Special Merit Award is presented to individuals who, during their careers in music, have made significant contributions, other than performance, to the field of recording. His photographs have captured iconic and candid portraits of Janis Joplin, Jimi Hendrix, Johnny Cash, Neil Young, Bob Dylan, the Allman Brothers, Led Zeppelin, the Grateful Dead, The Beatles, and countless others. In a 2014 article in *The New York Times*, celebrity photographer Annie Leibovitz called Marshall, "*the rock 'n' roll photographer.*"

ABOUT THE EXHIBITION:

Jim Marshall's 1967 was organized by The San Francisco Arts Commission Galleries. The exhibition will be on display in the GRAMMY Museum's Special Exhibits Gallery on the second floor from March 10, 2017 through May 14, 2017. The exhibition is part of a citywide celebration in San Francisco marking the 50th anniversary of the Summer of Love.

A separate version of this exhibition is also on display at San Francisco City Hall, Ground Floor Exhibition + North Light Court Banners from Jan. 26, 2017 through June 17, 2017.

Jim Marshall's 1967 was made possible through the support of the San Francisco Arts Commission, San Francisco Grants for the Arts and the Graue Family Foundation.

ABOUT THE GRAMMY MUSEUM:

The GRAMMY Museum is an independent, 501(c)(3) non-profit organization created as a partnership between The Recording Academy and AEG. Paying tribute to music's rich cultural history, the 21st century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music. The GRAMMY Museum features 30,000 square feet of interactive permanent and traveling exhibits, with four floors of dynamic and engaging multimedia presentations, and is located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. For more information, please call 213-765-6800 or visit www.grammymuseum.org. For breaking news and exclusive content, follow @TheGRAMMYMuseum on [Twitter](#) and [Instagram](#), and like "The GRAMMY Museum" on [Facebook](#).

ABOUT THE SFAC:

The SFAC Galleries is a program of the San Francisco Arts Commission, the City agency that champions the arts as essential to daily life by investing in a vibrant arts community, enlivening the urban environment and shaping innovative cultural policy. Other agency programs include: Civic Design Review, Community Investments, Public Art, and Street Artist Licensing. To learn more visit, sfartscommission.org.

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