

RHINO ENTERTAINMENT and JACK GALLERY  
invite you to attend the premiere showing of



## THE ART THAT DEFINED A GENERATION

*The Family Dog 1966-1970*

Art by the San Francisco Five will be featured

**Wednesday, June 18, 7pm to 9pm**

*Artists Stanley Mouse, Wes Wilson, and Victor Moscoso  
will be attending*

**Jack Gallery**

3rd and Fairfax, Los Angeles

On the plaza between the Farmers Market and The Grove • Parking and Valet Parking Available  
Your RSVP is much appreciated as space is limited

[jackgalleryla@s2art.com](mailto:jackgalleryla@s2art.com) (323) 933-4833



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FOR IMMEDIATE RELEASE

## **JACK GALLERY/RHINO ENTERTAINMENT RELEASE FINE ART LITHOGRAPHS OF THE WORK OF THE FAMILY DOG ARTISTS**

*Launch Event Scheduled For June 18 at Jack Gallery in Los Angeles*

LOS ANGELES—Jack Gallery/S2 Art Group, the world leader in limited-edition fine art lithography, and Rhino Entertainment, a division of Warner Bros, are pleased to announce the release of limited edition remastered lithographs of some of the most notable and recognizable artwork created by the Family Dog artists.

In the 1960s, the five main Family Dog artists—Stanley Mouse, Alton Kelley, Wes Wilson, Rick Griffin and Victor Moscoso—forever changed the face of world art, creating breathtakingly original artwork to promote bands that appeared at venues such as San Francisco’s Avalon Ballroom. In those days, their posters plastered the rainbow-painted walls of the famous Haight-Ashbury district; today, they are displayed alongside masterworks by Henri de Toulouse-Lautrec at shrines of ageless achievement in art such as the Louvre, Britain’s Tate Museum and New York’s Whitney Museum.

Meticulously crafted from hand-drawn plates on rare 19<sup>th</sup>-century Marinoni Voirin direct-lithography presses, the newly published lithographs provide the artwork of the Family Dog artists with the presentation and quality that their renowned creations deserve. The signed and numbered lithographs have been produced in cooperation with the original creators and their estates and will be sold exclusively at Jack Gallery locations in Los Angeles, Las Vegas, Chicago, Fort Lauderdale and New Orleans. Works of art by Stanley Mouse, Alton Kelley and Wes Wilson have been hand-signed, and artworks that Stanley Mouse and Alton Kelley produced together have been double-signed. In the case of artwork produced by the late Rick Griffin, the art has been plate signed. Rhino Entertainment serves as the publisher for this release; Jack Gallery serves as the printer and distributor. **A launch event is planned in Los Angeles for Wednesday, June 18 at 7:00PM at Jack Gallery located at the Farmers Market Plaza next to The Grove. Artists Stanley Mouse, Alton Kelley, Wes Wilson and Victor Moscoso are expected to be in attendance.**

“These posters were liberated from the usual restrictions related to their advertising function,” said Ted Owen and Denise Dickson in their book, *High Art: A History of the Psychedelic Poster*. “Feeling free, the artists pushed themselves and their art to the limit.” Considering the spectacular creativity exhibited in the works, it is difficult to say just what that limit was. Some, such as Mouse’s and Kelley’s *Janis* (Woman with Green Hair), harkened back and gave a new edge to the organic work of art nouveau artists such as Alphonse Mucha; others, like Wilson’s *Quick and the Dead*, initiated a style consisting of fluid lettering that would ultimately evolve into extreme illegibility. The work of Rick Griffin, represented with works such as his *Mornin’ Papa*, a concert

advertisement resembling a Sunday comics page, made an indelible influence on contemporary art, witnessed in expressions as diverse as modern fine art and urban graffiti.

“We know the mid-60’s in San Francisco were remarkable times in music and culture and these artworks uniquely capture that period,” said Gregg Goldman, Rhino Executive Vice President. “Now, 40-plus years later they still resonate, and like much of the music at the shows they were originally created to promote, the artwork is also proving itself timeless.”

High-resolution images are available for use in print publications.

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