



**PACIFIC
STANDARD
TIME:**
ART IN L.A. 1945-1980

FOR IMMEDIATE RELEASE

Press Contacts

Ruder Finn Arts & Communications Counselors
Rachel Bauch (310) 882-4013 / bauchr@ruderfinn.com
Whitney Snow (212) 583-2743 / snoww@ruderfinn.com

***PACIFIC STANDARD TIME: ART IN L.A. 1945-1980*
LAUNCHES INNOVATIVE VIRTUAL HUB**

Interactive Portal Allows Visitors to Create Personal Itineraries with Easy-to-Sort Functions for Exhibitions, Performances, Lectures, Family Activities and More

Los Angeles, CA, September 13, 2011—*Pacific Standard Time: Art in L.A. 1945-1980* has launched its innovative virtual hub, www.pacificstandardtime.org. The website provides an essential visitor's guide to the region-wide collaboration of more than 60 cultural institutions across Southern California that are coming together to tell the grand-scale story of the rise of the Los Angeles art scene.

The experiential and visual portal for *Pacific Standard Time* serves as a centralized source for up-to-date information about the six-month-long initiative and its participating partners, exhibitions and events. The website offers sophisticated search options and personalized recommendation functions to help visitors navigate their way around the hundreds of programs associated with *Pacific Standard Time*.

"The history of art in Southern California is a big story to tell, and the website will be an essential tool to help users begin to visualize the many narratives within *Pacific Standard Time*," stated Gloria Gerace, Managing Director of *Pacific Standard Time*. "The portal also serves as the ultimate visitor's guide to *Pacific Standard Time*, providing users with tools to navigate the many concurrent exhibitions and programs and easy links to all of the *Pacific Standard Time* partners. There are multiple ways to assist visitors with making choices and planning their itineraries."

From the "Exhibition" tab on the website's homepage, visitors can select an exhibition from among the many partner organizations; when they click; they will find a series of captivating and enticing images of works of art related to the show. They will also find pertinent information about the venue, a list of related events and a link to Google Map directions. The wealth of *Pacific Standard Time* content, including information about tours, performances, panel discussions and more, can be sorted by institution, theme, location, date range and other categories, allowing users to create a personalized list of must-sees.

A key feature of pacificstandardtime.org is MyTime, a function that lets users bookmark items of interest and curate their own tour programs. This feature can provide personalized recommendations based on user answers to a handful of simple questions, which are codified to reflect individual visual and artistic preferences.

Within the "Visit" section, visitors to the website will find locations of *Pacific Standard Time* museums on maps, which allow users to zoom closely into local neighborhoods. Separately, maps of the seven regions, corresponding to the *Pacific Standard Time* printed brochure and regional focus weekends, are also available. Adding to the overall online experience, the local online directory *Thrillist.com* provides information including nearby restaurants and shops, as well as locations to *Pacific Standard Time* sponsors Bank of America and The Coffee Bean & Tea Leaf.

As part of the collaborative effort to illuminate, explore and celebrate the rise of the Los Angeles art scene, the site features an official *Pacific Standard Time* blog where guest columnists join the conversation. The weekly posts will include informative behind-the-scenes looks and insights into featured exhibitions and events. Facebook, Twitter and email sharing buttons throughout *Pacificstandardtime.org* allow users to freely share exhibition and event descriptions, blog posts and their own MyTime itineraries.

Pacificstandardtime.org allows users to connect their Facebook accounts to their MyTime profiles to receive personalized recommendations based on information in their social media profiles. From *pacificstandardtime.org*, Twitter users can link to twitter.com/pstinla, and follow *Pacific Standard Time* tweets.

Another essential resource on the website will be the *Pacific Standard Time* family guide, targeted for families with children ages 8 - 17. The guide allows families to customize their *Pacific Standard Time* experience to take best advantage of their museum visits. The guide, downloadable from the website, is formatted as a series of seven guided activity sheets, each addressing a specific theme: Southern California, Photography and Prints, Cultural Identity, Design, Performance Art, Light and Space, and Politics (a special guide for teens). Each fun-filled guide can be used across a series of exhibitions, encouraging families to visit more than one museum and to make meaningful connections among artworks and exhibitions. These guides are offered in both English and Spanish.

The *Pacific Standard Time* website will also feature video content, including a specially produced video series that reveals the connections between artists of the *Pacific Standard Time* era and cultural icons of today's generation. As the site launches, the series debuts with Ed Ruscha and Anthony Kiedis of the Red Hot Chili Peppers discussing how they draw inspiration from Los Angeles.

Pacificstandardtime.org was created by TBWA\Chiat\Day Los Angeles and is part of an integrated advertising campaign developed by the agency that will include online video, TV PSA's, digital, print, outdoor, radio and theatrical ads.

Support for *Pacific Standard Time*

Presenting sponsors of *Pacific Standard Time* are The Getty and Bank of America.

Generous support has been provided by South Coast Plaza, The Coffee Bean & Tea Leaf, Tiffany & Co., Art Platform-Los Angeles, John and Louise Bryson, David and Marianna Fisher, The Mohn Family Foundation, Anne and Jim Rothenberg, Elizabeth and Henry Segerstrom, Christina and Mark Siegel, Maria Hummer-Tuttle and Robert Holmes Tuttle.

Additional support has been provided by Sotheby's, Media Sponsor 89.3 KPCC, Turon Travel-Preferred Travel Agency, Four Seasons Hotel Los Angeles at Beverly Hills-Official Luxury Hotel, LA INC., The Ahmanson Foundation, The Broad Art Foundation, California Community Foundation, The James Irvine Foundation, W. M. Keck Foundation and The Ralph M. Parsons Foundation

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About *Pacific Standard Time: Art in L.A. 1945 – 1980*

Pacific Standard Time is a collaboration of more than sixty cultural institutions across Southern California,

coming together for six months beginning in October 2011 to tell the story of the birth of the Los Angeles art scene and how it became a major new force in the art world. Each institution will make its own contribution to this grand-scale story of artistic innovation and social change, told through a multitude of simultaneous exhibitions and programs. Exploring and celebrating the significance of the crucial years after World War II through the tumultuous period of the 1960s and 70s, *Pacific Standard Time* encompasses developments from L.A. Pop to post-minimalism; from modernist architecture and design to multi-media installations; from the films of the African-American L.A. Rebellion to the feminist activities of the Woman's Building; from ceramics to Chicano performance art; and from Japanese-American design to the pioneering work of artists' collectives.

Initiated through \$10 million in grants from the Getty Foundation, *Pacific Standard Time* involves cultural institutions of every size and character across Southern California, from Greater Los Angeles to San Diego and Santa Barbara to Palm Springs.

Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America.