



Feldman's Books

Presented by the Menlo Park Historical Association

Hosted by Feldman's Book Store



The History of the 1960's Rock Posters

Friday October 17, 5:15 – 9:00 pm

Feldman's Books Store (1075 Curtis St, Menlo Park)

Members Only Event NOW OPEN TO THE PUBLIC —FREE



5:15 – 6:00 pm: Pre-event social, free drinks and light snacks

6:00 – 7:30 pm: Presentation by Russ Bertetta and Rodney Paul

7:30 – 9:00 pm: Reception

Travel back in time and rediscover the highly original posters that publicized the innovative music at the heart of San Francisco's rock scene. The folk-rock music of mid-1960s San Francisco included an exciting visual counterpoint: the trippy designs used to advertise musical lineups at The Fillmore and other local venues.

The Posters have become a celebrated art form, and the era is remembered not only for its psychedelic sounds but also for these fascinating and often confounding images. This lecture provides you with ways to help mine these artworks for meaning based on your own experiences and perceptions.

Russ Bertetta's love of 1960s rock music blossomed during his years as a student at USF from 1967-72. Russ will join Rodney Paul to discuss the Big 5, a group of artists whose distinctive designs defined the genre. We'll watch excerpts of interviews with the artists and examine videos of the top-billed musicians.

Rodney Paul is a guide who has led thousands of people on walking tours including Haight Ashbury, Oracle Park, the War Memorial Opera House and the Salesforce Transit Center. In 2017, he created a series of rock music programs in conjunction with the 50th anniversary of the Summer of Love that were presented in libraries throughout the Bay Area.



RSVP by October 10 at (650) 330-2522 or email: mphistorical@yahoo.com

Space limited to 50 attendees. Hippie attire encouraged.