

**FOR IMMEDIATE RELEASE**

SAN BERNARDINO, Calif. – The Robert and Frances Fullerton Museum of Art at California State University, San Bernardino invites the public to join us in an evening of art and rock-n-roll with the opening reception of “Music to My Eyes, David Edward Byrd: Posters and Music-related Designs 1968-Now” on Thursday, Dec. 5 from 5-7p.m. A special members-only preview will be held at 4:30p.m.

The exhibition, which runs from Dec. 7, 2013 through Mar. 15, 2014 focuses on the designs of prolific Los Angeles artist and designer, David Edward Byrd. RAFFMA’s first



exhibition of poster art is dedicated to the brilliantly captivating posters created by Byrd for iconic rockstars such as Jimi Hendrix, Jefferson Airplane and Lou Reed. Byrd’s style is eclectic but unique: Counterculture mixed with nostalgia; Art Nouveau designs with a hint of the psychedelic look associated with the San Francisco’s Fillmore West. A master of technique, Byrd employs many media, including watercolor, pencil and colored pencil, acrylics, ink, transparent dyes, graphite, chalk, airbrush and collage. These days of course, he makes use of digital tools but he always starts his projects by hand. Opulent and expressive, his designs include posters,

book, magazine and album covers.

To accompany the exhibition, RAFFMA will host an art history lecture on Thursday, Feb. 13, 2014 at 5p.m. titled “History of the Poster” given by David Edward Byrd himself.

**About RAFFMA**

The Robert and Frances Fullerton Museum of Art is a nationally recognized museum accredited by the American Alliance of Museums, a Washington D.C. based



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organization whose members must meet the highest standards in securing accreditation. It is the only accredited art museum in San Bernardino.

Over its 16-year history, RAFFMA has accumulated a permanent collection of nearly 1,200 objects focusing on Egyptian antiquities, ceramics and contemporary art. The museum houses the largest permanent and public display of Egyptian art in Southern California.

General admission to the museum is free. Suggested donation is \$5. Parking at Cal State San Bernardino is \$5 per vehicle.

The museum is open Monday, Tuesday, Wednesday and Saturday from 10 a.m. to 5 p.m.; Thursday from 11 a.m. to 7 p.m.; and is closed Friday and Sunday. For more information, call (909) 537-7373 or visit the [RAFFMA website](http://raffma.csusb.edu) at <http://raffma.csusb.edu>.

Image Credit: David Edward Byrd, *"The Rolling Stones in Concert" American Tour*, 1969. Courtesy of the artist.