

## MEDIA ALERT



EVENT DATE: Friday, August 8, 2003, 6:30 – 8:30 p.m. (Opening Reception)

THE SMITHSONIAN CENTER FOR AFRICAN AMERICAN HISTORY AND CULTURE AND THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES HONORS ART SIMS BY SHOWCASING SEVERAL OF HIS HISTORIC MOVIE POSTERS IN A NATIONAL EXHIBIT THAT BEGINS IN LOS ANGELES

WHO: Art Sims, founder and CEO of 11:24 Design Advertising, the Academy of Motion Picture Arts and Sciences, Smithsonian Institute Traveling Exhibition Services

WHAT Art Sims, the advertising genius who has created some of the most notable urban movie posters in the past decade, is recognized by the Academy of Motion Picture Arts and Sciences (AMPAS) and the Smithsonian Institute in a traveling exhibition titled *Close Up in Black: African American Film Posters*. The exhibition takes a historic look at the impact of African American cinema through the vibrant medium of the film poster.

*Close Up in Black* will feature 90 movie posters from the golden age of “race movies” to the present, illuminating the influence that African Americans (performers, writers, designers, directors, and producers) have had both on screen and behind the scenes.

Originally designed for promotion and publicity, the posters in *Close Up in Black* document much more than film content. These ephemeral remnants reveal American’s cultural history, while imparting a bit of the opulent energy and glamour of the movies.

WHERE: California African American Museum at Exposition Park, 600 State Drive, Los Angeles, California 90037 – (213) 744-7432.

WHY: In celebrating American film and the art of the film poster, *Close Up in Black* pays homage to the African American filmmakers, entertainers, and artists who struggled to make their statement on film — the 20th century’s brave new medium. Sims’ contribution to this art form continues the legacy that was started by those artistic pioneers who through their creative aptitude have chronicled the story of Black cinematique in its most expressive and artistic form.