



FOR IMMEDIATE RELEASE

February 22, 2022

## HAIGHT STREET ART CENTER TO OPEN A PAIR OF NEW EXHIBITIONS

-*Turning the Table: Awareness for Farm Worker Equity* -  
- *Psychedelic Renaissance: Posters from the Family Dog & Bill Graham Presents, 1965-1967* -

(SAN FRANCISCO, CA): The Haight Street Art Center will debut a pair of dynamic exhibitions over the next two weeks, with ***Turning the Table: Awareness for Farm Worker Equity***, opening February 24, and ***Psychedelic Renaissance: Posters from the Family Dog & Bill Graham Presents, 1965-1967***, opening March 10.

“The Haight Street Art Center is thrilled to open two exhibitions featuring posters that reflect the essential role of artists, both in activism and cultural change, as well as in promoting the thriving rock scene of the Sixties,” said Kelly Harris, the Art Center’s executive director. “***Turning the Table*** explores the economic injustices suffered by migrant farm workers and the role poster art played in delivering messaging that inspired protest and activism for equality. ***Psychedelic Renaissance*** discovers the genesis of the psychedelic poster art movement in San Francisco through the pioneering work of the two series that sponsored it, the Family Dog and Bill Graham Presents.”

### **Turning the Table: Awareness for Farm Worker Equity**

***Turning the Table***, which will be on exhibit until April 17, features contemporary and historic protest posters that reflect decades of collective action in support of rights for farm workers and food workers. In 1965, the United Farm Workers of America, co-founded in San Francisco, by labor leaders and Civil Rights activists Cesar Chavez and Dolores Huerta, began its five-year Delano table grape strike against area grape growers, fighting for equal wages for Filipino and Mexican-American laborers in California vineyards.

The movement to boycott table grapes – grapes grown for eating --mobilized students and educated consumers across America. A 1975 Harris poll estimated that the poster art campaign assisted in rallying seventeen million Americans to boycott grapes. The efforts of Ms. Huerta and Mr. Chavez, combined with the support of artists and printers, helped shift the mindset of communities across the country.

Inspired by their activism and in conjunction with National Farmworker Awareness Week from March 25-31, the Art Center will host a poster-making workshop for youth in our screen-printing facility, leading up to a live screen-printing demonstration and poster give away at La Cocina Municipal Marketplace <https://lacocinamarketplace.com> on March 30<sup>th</sup>. For more information on HSAC NFAW activities, please email [info@haightstreetart.org](mailto:info@haightstreetart.org).”

**Psychedelic Renaissance: Posters from the Family Dog & Bill Graham Presents, 1965-1967**

***Psychedelic Renaissance*** presents an overview and survey of the first birth of the San Francisco Poster Renaissance as it developed into a distinctive American art form.

Between 1965 and 1967, a new generation of artists reinvented poster art in San Francisco. Commissioned by promoters Bill Graham and Chet Helms to advertise rock concerts, these artists created a visual identity for the Haight-Ashbury that came to play a defining role in the nation’s counterculture movement. ***Psychedelic Renaissance*** takes a visitor through the exciting, colorful and tumultuous early days of psychedelic posters as a new generation of artists were reinventing the artform.

Fusing a disparate and eclectic array of themes and elements drawn from fine art to popular culture, the posters created a strikingly original body of work that illustrated the history of the city’s newest bohemia and celebrated its defining community ritual, the dance-concerts at the Fillmore Auditorium and Avalon Ballroom. The posters redefined and renewed the city’s public culture, revitalizing an artform with deep roots internationally and nationally.

The exhibition, open through May 15, features nearly 40 seminal images from this defining moment in modern American art by artists whose impact continues to unfold today. Works from the movement’s origins, including “The Seed” and “Can You Pass the Acid test”, to seminal posters from both the Family Dog and Bill Graham series and concluding with the Summer of Love’s “Joint Show” in 1967 will provide Gallery-goers historic insights into the rebirth of poster making in San Francisco.

~~~~~

The non-profit Haight Street Art Center, located at 215 Haight Street (at the corner of Laguna Street), is open Thursdays from 12-8 pm, and on Fridays, Saturdays and Sundays from 12-6 pm. Its outdoor Garden Gallery is open daily from 7 am – 9 pm. Admission is always free. For more information about the Haight Street Art Center, its exhibitions, events and programs, please visit [www.haightstreetart.org](http://www.haightstreetart.org)

The Haight Street Art Center promotes the advancement of poster art and artists to enable poster/graphic art and artists to thrive and continue to enrich American popular culture. Drawing upon the influence of San Francisco’s counterculture histories, the Art Center provides educational and engaging experiences through art, music, exhibitions and public programs to create community, encourage personal exploration and inspire action toward positive cultural change.

**For more information**

Kelly Harris, Executive Director, Haight Street Art Center  
415/845-0339 (p); [kelly@haightstreetart.org](mailto:kelly@haightstreetart.org) (e)



Haight Street Art Center



@HaightStreetArt



@HaightStreetArt

**Tags** #haightstreetart; #billandchet; #turningthetable