

FOR IMMEDIATE RELEASE

A Tribute to Alex Steinweiss Creator of the Album Cover

Santa Monica, CA (Nov. 27, 2007) - Robert Berman Gallery announces an exhibition of original artwork by Alex Steinweiss. Included in the exhibit will be original album covers, paintings, and collages/assemblages by Steinweiss, in addition to a special tribute by selected artists.

Co-curated by Kevin Reagan and Greg Escalante.

In 1939, a 23 year old graphic designer revolutionized the music industry. No longer would records come in plain brown wrappers. As Art Director at Columbia Records, Steinweiss created the 'album package.' His idea was to create a visual to complement the musical. It was an instant success, and spawned an entire new field of illustration and design: Album Cover Art. Steinweiss was the king of the genre; his covers are still regarded as icons.

In his four decade career, Steinweiss created album covers for musical luminaries such as Louis Armstrong, Duke Ellington, Igor Stravinsky, Benny Goodman and Bing Crosby.

The Steinweiss exhibition will feature 100 of his original cover designs, plus 50 original 'tribute' works, created specifically for this show. Artists that are honoring Steinweiss include: Raymond Pettibon, Shag, Ron English, Victor Gastelum, and Clive Barker. The featured artists have created album covers for a wide range of musicians, including Black Flag, Dixie Chicks, Goo Goo Dolls and Supertramp.

"To me he is an American graphic design hero. This is the man who created the way we view music packaging - it began a whole new art form that is still appreciated today. It is a real honor to be part of this show." - Kevin Reagan, three time GRAMMY® winning Art Director/Designer.

"It's amazing to discover this one man, who is virtually unknown in the mainstream art world, is responsible for creating the album cover as well as a vast body of work. He has had such a huge impact on our culture and his importance can not be over estimated. Steinweiss should be a household name." - Greg Escalante, curator of Juxtapoz, and co-founder of Copro-Nason Gallery.

"Steinweiss is 90 years old this year. He's influenced generations of artists and designers. It's an honor to give some credit to this wizard who started it all." - Gallery owner Robert Berman.

"Just plain design didn't mean a damn thing," Steinweiss says. You had to know music. I had to find a way to bring out the beauty of the music and the story." (*dwell*, 10/07)

Alex Steinweiss lives in Sarasota, Florida, where he continues to design and paint.

A Tribute to Alex Steinweiss

Creator of the Album Cover

Gala Opening: Saturday, January 19th, 2008, 6:30 - 8:30 PM

Show runs through February 12th, 2008

Robert Berman Gallery

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