

Oakland Museum of California



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OAKLAND MUSEUM OF CALIFORNIA PRESENTS A MAJOR EXHIBITION ON A MOMUMENTAL YEAR IN THE SAN FRANCISCO BAY AREA'S HISTORY

1968: AN EXTRAORDINARY YEAR, AN UNFORGETTABLE EXHIBIT

*Twelve months of culture-shifting, life-changing, memory-stamping
events are explored in this nationally traveling exhibition*

This release is available online at: www.museumca.org/pressroom

(OAKLAND, CA) February 6, 2012—The year 1968 was a turning point for a generation coming of age and a nation at war; and throughout it all, the Bay Area was at the forefront with an emerging California counterculture. On March 31, the **Oakland Museum of California** presents *The 1968 Exhibit*, a major, multimedia exhibition examining the events of the year and how they fueled a persistent, and often contradictory, sense of identity for the people who were there and those who came after. On view **March 31 through August 19, 2012**, in OMCA's Great Hall, *The 1968 Exhibit* was developed by the Minnesota History Center, in partnership with the Atlanta History Center, the Chicago History Museum, and the Oakland Museum of California.

"Discussions about the impact and legacy of 1968 are being had at dinner tables, in classrooms and on the streets of America" says **Tom Brokaw, honorary chair of *The 1968 Exhibit***, former anchor and managing editor of the "NBC Nightly News with Tom Brokaw," and author of "Boom! Talking About the Sixties." "It is time to document this watershed year through the voices of the people who experienced it firsthand, and to hear from the next generation about what it means to them."

Undoubtedly, 1968 was one of the most powerful years of the 20th century. This landmark exhibition explores the social, political, and economic events of the year, which saw the peak of the Vietnam War, the assassinations of Martin Luther King Jr. and Robert Kennedy, riots at the Democratic National Convention, Black Power demonstrations at the Summer Olympics, feminist demonstrations at the Miss America pageant, and much more.

“The events of 1968 had a huge effect on California’s history,” says **OMCA Senior Curator of History Louise Pubols**. “The San Francisco Bay Area became a hotbed of the Counterculture movement with people congregating here from all over the country; Robert Kennedy was assassinated in Los Angeles; and the Black Panthers became a force to be reckoned with. This exhibition reinforces OMCA’s strong commitment to telling the many stories of California, and the people and events that shape our collective heritage.”

“It was also quite a year for indelible television,” says **James Comisar, curator of The Comisar Collection**, the definitive archive of television artifacts. “We all have our own great memories bundled in with classic TV shows and characters, and objects from “Star Trek,” “Mission: Impossible,,” “Laugh-In” and “The Smothers Brothers Comedy Hour” provide another personal connection to this evocative year and exhibition.”

The 1968 Exhibit Includes:

- A **7,000-square-foot exhibition** with dramatic immersive components and significant artifacts on loan from more than a dozen institutions and individuals; extensive media, loaded lounges, interactive and hands-on experiences; and an innovative mobile-device platform.
- A website, www.the1968exhibit.org, that is integrated with the exhibition experience, allowing visitors to browse additional content and easily share their experiences with others by posting personal stories, observations, and photos of the year on the website.
- A companion exhibition titled ***All of Us or None: Social Justice Posters of the San Francisco Bay Area***, also on view in OMCA’s Great Hall. Celebrating OMCA’s recent acquisition of the renowned All Of Us Or None (AOUON) poster collection, this comprehensive exhibition explores the poster renaissance that started in the Bay Area in the mid-1960s as both a legitimate art form as well as a powerful tool for public debate on social justice issues. The exhibition is guest curated by Lincoln Cushing.

Tour Dates:

The exhibition is scheduled to travel to all partner institutions as well as other key national destinations. The tentative touring schedule is:

- **Minnesota History Center**
October 14, 2011 – February 20, 2012
- **Oakland Museum of California**
March 31, 2012 – August 19, 2012
- **Heinz History Center**
June 8, 2013 – September 2, 2013
- **Missouri History Museum**
October 5, 2013 – January 5, 2014

The 1968 Exhibit is supported by major grants from the National Endowment for the Humanities (NEH) and the Institute of Museum and Library Services (IMLS). Designated a “We the People” project, the exhibition received a Chairman’s Special Award for final design and production by the NEH.

Exhibit Partnerships:

Each partner institution has brought to the exhibit artifacts, stories and other resources informed by their unique perspective on the year’s events. The Chicago History Museum has gathered materials related to the Democratic National Convention, while the Atlanta History Center provides resources related to Martin Luther King, Jr., Lester Maddox and the 1968 Olympic Games. The Oakland Museum of California’s collections are especially strong in the areas of the Counterculture and protest movements, and the Minnesota History Center documents the careers of Hubert Humphrey and Eugene McCarthy, as well as the American Indian Movement (AIM), founded in Minneapolis in 1968.

The 1968 Exhibit is organized by the Minnesota Historical Society, in partnership with the Atlanta History Center, the Chicago History Museum and the Oakland Museum of California.

ABOUT THE OAKLAND MUSEUM OF CALIFORNIA

The Oakland Museum of California (OMCA) brings together collections of art, history and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic and social forces that affect the state and investigate their own role in both its history and its future. With more than 1.8 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

VISITOR INFORMATION

The Oakland Museum of California (OMCA) is at 1000 Oak Street, at 10th Street, in Oakland. OMCA is situated between downtown Oakland and Lake Merritt. Museum admission is \$12 general; \$9 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance. For more information, visit museumca.org.

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