

Alternatives

Statesman's Weekly Arts and Feature Magazine

Pack up, Picasso, You Are Through

by Alan Golnick

When it comes to interior decoration, we students are in a predicament. Our funds are limited, yet we demand quality. We are not going to hang anything on our walls unless it communicates, is lively and attractive. And it would help if we could stick it up with tape or thumb tacks.

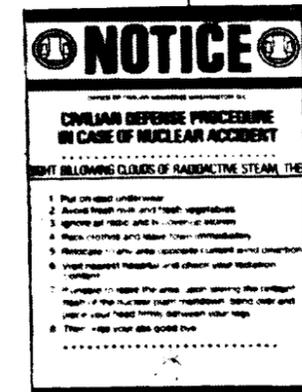
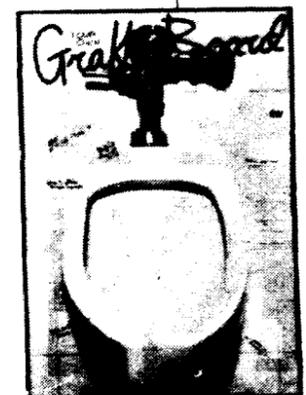
Something has to entertain us and express our thoughts in our spare time, when we are not studying. That something is posters. Think of it. When was the last time you were in somebody's room and there wasn't a poster hanging on the wall? Maybe they did hang a photo of their family somewhere, but that is more memento than decoration. Posters, these days, are everywhere.

Look around. There are rock-star posters, velvet posters, television and movie-star posters, and posters telling us when the next NYPIRG meeting is. And posters have been around a lot longer than you think. Chaucer's original manuscript of *The Canterbury Tales* was written on a poster, the Constitution of the United States, the Bill of Rights.

It has only been in the last 15 years that there has been any real money in pin-up posters. During the anti-war era of the 1960s, peace symbols, anti-LBJ posters, psychedelic art and black power posters caused the business to take shape. Today, the biggest-selling posters are of celebrities: television, movie and rock stars. And the largest manufacturer of posters in the country is Pro Arts, Inc. in Medina, Ohio. So if there is a poster hanging on your wall, chances are it comes from there.

Farrah Fawcett, the blonde who left *Charlie's Angels* a couple of years ago to pursue a film career that self-destructed, is partly responsible for the celebrity poster business coming of age. In 1976, a friend suggested that Ted Trikilis, who has shared ownership of Pro Arts with his older brother and uncle

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'The French Lieutenant's
Woman' is Empty
Where it Counts
pg. 3a

'HMS Pinafore' is
Smooth Sailing
pg. 5a

Alice Cooper is
a one-man
Strike Force
pg. 4a