



THE GRAMMY MUSEUM® AT L.A. LIVE

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THE GRAMMY MUSEUM® PRESENTS

Monterey International Pop Festival: Music, Love, and Flowers, 1967

New Exhibit Opens May 11, 2017

LOS ANGELES (April 20, 2017) — The GRAMMY Museum® at L.A. LIVE, in collaboration with **Lou Adler**, GRAMMY®-winning producer and co-founder of the Monterey International Pop Festival, will present a new exhibit titled *Monterey International Pop Festival: Music, Love, and Flowers, 1967*. The exhibit will explore how music became the counterculture's most significant cultural expression in 1967, and the three days in mid-June when thousands of youth flocked to the Bay Area for the Monterey Pop Festival.

"San Francisco was a hot bed of music innovation in 1967. The proof was heard at Monterey Pop, the first and perhaps greatest of all the rock festivals," said Founding Executive Director of the Museum Bob Santelli, who wrote about Monterey in his book, *Aquarius Rising (The Rock Festival Years)*. "Without Monterey, there would have been no Woodstock, no Coachella even. It was both a musical and cultural event that reflected everything good about '60s rock."

"Monterey Pop was about the music, is still about the music, and that's why it remains relevant on this 50th Anniversary." – Lou Adler

On display on the Museum's third floor through fall 2017, the exhibit will feature artifacts from the private collection of the Monterey International Pop Festival Foundation, Lou Adler, and items from various artists who performed at the festival, including **Janis Joplin, Jimi Hendrix, the Grateful Dead, and Ravi Shankar**, among others. Photographs by top photographers **Henry Diltz, Tom O'Neil, Elaine Mayes, and Ed Caraeff** will also be on display.

Prior to the exhibit's opening, on May 10 Adler will appear at the GRAMMY Museum at 7:30 p.m. for an intimate Q&A with Scott Goldman, GRAMMY Museum Executive Director. Later that week on May 13, Adler and Goldman will travel to San Francisco for a program produced in partnership with the California Historical Society and their new exhibit, *On the Road to Summer of Love*.

For more information about *Monterey International Pop Festival: Music, Love, and Flowers, 1967*, visit www.grammymuseum.org.

About the GRAMMY Museum

Established in 2008 as a partnership between the Recording Academy and AEG, the [GRAMMY Museum](http://www.grammymuseum.org) is a non-profit organization dedicated to cultivating a greater understanding of the



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history and significance of music. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form — from the technology of the recording process to the legends who've made lasting marks on our cultural identity. In 2017, the Museum integrated with its sister organization, the GRAMMY Foundation, to broaden the reach of its music education and preservation initiatives. As a unified organization, today, the GRAMMY Museum fulfills its mission of making music a valued and indelible part of our society through exhibits, education, grants, and public programming.

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