New exhibit featuring kustom kulture and contemporary art now on display at
the Petersen Automotive Museum

“Auto-Didactic: The Juxtapoz School” presents the work of more than 50 artists including Robert
Williams, Ed “Big Daddy” Roth, Von Dutch, Kenny Scharf, Shepard Fairey and Mister Cartoon

LOS ANGELES (October 1, 2018) – On Saturday, September 29, 2018, the Petersen Automotive Museum
opened a new exhibit titled “Auto-Didactic: The Juxtapoz School.” The eclectic display examines the work
of more than 50 artists from the pages of the underground culture magazine who have continually helped
redefine the role and imagery of automobiles in contemporary art.

Key artists on display include Sandow Birk, Mister Cartoon, Coop, Von Dutch, Shepard Fairey, Ed “Big
Daddy” Roth, Kenny Scarf, Keith Weesner, Robert Williams, Paul Frank and more with work ranging from
sculpture to instruments to illustrations.

In addition to the selection of art pieces, the exhibition highlights notable custom cars including the 1932
Ford Roadster named “Prickly Heat” by Robert Williams, “The Orbiton” by “Big Daddy” Roth, “The Kenford
Truck” by Von Dutch and the 1959 Cadillac titled “The New and Improved Ultima Suprema Deluxa” by
Kenny Scharf.

“At the Petersen, we see cars beyond their utilitarian purpose,” said Petersen Executive Director Terry L.
Karges. “Cars are rolling pieces of art and can exist amongst traditional and avant-garde masterpieces in
an equally compelling way. This new exhibit proves this symbiosis, and we’re thrilled to kick off 25 years
with this whimsical display.”

Preceding the public opening, the Petersen hosted a preview reception on Thursday, September 27, 2018
with opening remarks from Terry L. Karges, Michael Armand Hammer and Robert Williams, live music and
a selection of food by the museum’s exclusive catering partner Drago.

“Auto-Didactic: The Juxtapoz School” will run through June 2019. To learn more about the exhibit or the

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The Petersen Automotive Museum Foundation is a non-profit 501(c)(3) charity. The Museum is located
at 6060 Wilshire Boulevard (at Fairfax) in Los Angeles, California, 90036. Admission prices are $16 for
general admission adults, $13 for seniors and students with ID, $8 for children ages 3 to 12. Active military
with ID, personal care attendants and children under three are admitted free. Museum hours are 10 a.m.
to 6 p.m. For general information, call 323-930-CARS or visit www.Petersen.org.