

**FOR IMMEDIATE RELEASE**

**Iconic Artist to Discuss his Place in the History of Art and Design**

SAN BERNARDINO, Calif. – The Robert and Frances Fullerton Museum of Art at California State University, San Bernardino invites the public to join us for “Bombast & Ballyhoo: The Power of the Poster, 1800-1950”, a lecture by prolific Los Angeles based artist, David Edward Byrd. The lecture will take place at the museum on Feb. 13, 2014 at 5pm.

Byrd’s lecture accompanies RAFFMA’s current exhibition “Music to my Eyes, David Edward Byrd: Posters & Music Related Designs, 1968-Now”. The exhibition features brilliantly captivating posters created by Byrd for iconic rockstars such as Jimi Hendrix, Jefferson Airplane and Lou Reed as well as several Broadway shows.

Byrd’s career as an illustrator took off in 1967 when he began working for Bill Graham, the rock ‘n roll impresario and concert promoter. While designing posters for the Fillmore East, Byrd also began creating for shows both on and off Broadway, launching a long and influential career as an artist and designer.

The exhibition will be on display until Mar. 15, 2014.

**About RAFFMA**

The Robert and Frances Fullerton Museum of Art is a nationally recognized museum accredited by the American Alliance of Museums, a Washington D.C. based organization whose members must meet the highest standards in securing accreditation. It is the only accredited art museum in San Bernardino.

Over its 16-year history, RAFFMA has accumulated a permanent collection of nearly 1,200 objects focusing on Egyptian antiquities, ceramics and contemporary art. The museum houses the largest permanent and public display of Egyptian art in Southern California.

General admission to the museum is free. Suggested donation is \$5. Parking at Cal State San Bernardino is \$5 per vehicle.

The museum is open Monday, Tuesday, Wednesday and Saturday from 10 a.m. to 5 p.m.; Thursday from 11 a.m. to 7 p.m.; and is closed Friday and Sunday. For more information, call (909) 537-7373 or visit the [RAFFMA website](http://raffma.csusb.edu) at <http://raffma.csusb.edu>.