

LUSTER Realism and Hyperrealism in Contemporary  
Automobile and Motorcycle Painting  
Produced by David J. Wagner, L.L.C.

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Premiere: Museum of Arts and Sciences  
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Daytona Beach, FL

Throughout the 20<sup>th</sup> and 21<sup>st</sup> centuries, cars and motorcycles have not only been ubiquitous on the nation's streets and highways, but also in film, top forty hits, and in painting. With the emergence of photo-realism in the 1960's, motor vehicles assumed a special place of distinction as subject matter in the iconography of American art.

LUSTER: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting, is a traveling museum exhibition comprised of over 55 paintings by 15 leading photorealists and hyperrealists who specialize in automobiles and motorcycles as their primary subject of choice. Exhibiting artists include (in alphabetical order): A.D. Cook (Las Vegas, NV), Randy Ford (Eastampton, NJ), Allan Gorman (West Orange, NJ), Marc G. Jones (Loveland, CO), Cheryl Kelley (Northern California), Richard Lewis (Los Angeles, CA), Lory Lockwood (New Orleans, LA), Robert Petillo (Hardyston, NJ), Kris Preslan (Lake Oswego, OR), Joseph Santos (Buena Park, CA), Ken Scaglia (Weston, CT), John E. Schaeffer (La Grange, TX), Guenevere "Moto Painter" Schwien (Portland, OR), and Harold D. Zabady (Camp Hill, PA).

The birth of the modern car occurred in Germany over 150 years ago. The first internal combustion, petroleum-fueled motorcycle came out of Germany 25 years later. In the United States, Henry Ford Company was established in 1901. A year later it morphed into Cadillac Motor Company which Ford left, along with the rights to his name. A new Ford Motor Company emerged

in 1903 in Detroit with backing from a dozen investors, including the Dodge brothers. The same year, 1903, Harley-Davidson was founded in Milwaukee, Wisconsin. Its chief rival was the Indian Motorcycle Co. which had already emerged two years earlier, in 1901, from a bicycle manufacturer in Springfield, Massachusetts. Much has changed since those early automotive years, but perhaps nothing more so than styling in the 1940's, '50's and 60's, and America's love affair with cars and motorcycles, which expressed itself artistically and culturally in so many ways.

When U.S. car sales stagnated from market saturation in the 1940's, General Motors President and CEO, Alfred P. Sloan, Jr., promoted the idea that design changes occur annually to drive new sales. One upshot for automotive design was that old, open-top runabouts and touring cars were phased out and design elements such as running boards and headlights were gradually integrated into the car body. With cheap gas, post-war boom years, and the advent of the Interstate Highway System in 1956 during The Eisenhower Administration, American automotive design and sales flourished. In the 1950's and '60's, the industry reached new heights by offering consumers increased horse power for speed, and more artfully, integrated design which was dramatized with features such as tail fins. LUSTER features paintings of automobiles from those boom years, but also from years before and since, as well as track and off-road vehicles, and much more, not the least of which, are a range of motorcycles.

In the world of modern art, Photo Realism emerged as a force in the 1960's, and motor vehicles assumed a special place of distinction as subject matter in its iconography with the paintings of Richard Estes (b. 1931) who painted cars inhabiting urban landscapes, and two West-Coast photorealists, Ralph Goings (b. 1928) and Don Eddy (b. 1944). Harold James Cleworth (b. 1939), a Brit who immigrated to America in 1975 from London where he had been an illustrator with the distinction of designing the first two Rolling Stones album covers and the first cover of The Who, not only established himself as one of the first generation of photorealist, automotive painters in the U.S., but also expanded the market by publishing inexpensive posters through a network of distributors.

After the first wave of photorealists in the '60's and '70's, younger artists produced work that extended automotive painting in new and interesting ways, notably, in the stylistic realm of what has become known as, hyperrealism. In the 1980's, Peter Maier (b. 1945) magnified the work of the

first generation of photorealists, by painting cars and motorcycles to scale and applying actual automotive paint to canvases of side-body aluminum, sheet metal. Other innovators and virtuosos followed in the 1990's and the New Millennium. Like the shiny automobiles and motorcycles they portrayed, paintings of these new-age artists can be characterized by the luster that permeates their work. Chrome ornamentation and trim; reflective side molding, hood and trunk enameled metal, and high performance plastics such as ABS, and before that sometimes exteriors of wood, along with glass and rubber, and interior fabrication to meet the needs of purpose-built vehicles of all sorts . . . These are the surfaces which recent realists, photorealists, and hyperrealists have exploited to generate true, virtuosic masterpieces. But that's not all; some of today's realists contextualize their paintings with figurative imagery and landscape, while others imbue them with nostalgia or patriotism. And there are even those who capture antithetical properties of aging or damage offering new and interesting visual as well as metaphorical possibilities.

LUSTER: Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting features a selection of dazzling paintings of vehicles from the birth of the automobile and motorcycle to the present. As such, LUSTER is a celebration of automotive design and style, and contemporary, artist virtuosity.

Serving as Curator for LUSTER Realism and Hyperrealism in Contemporary Automobile and Motorcycle Painting is David J. Wagner, who earned his Ph.D. in American Studies and served as a museum director for 20 years.

For a complete catalogue of exhibition contents, and tour venue locations and updates, visit: [davidjwagnerllc.com/Luster\\_Exhibition.html](http://davidjwagnerllc.com/Luster_Exhibition.html)

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Include the following as a sidebar:

## EXHIBITION ARTISTS

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