



Big Eyes Art Exhibition at Fullerton Museum Center

The Fullerton Museum Center is excited to announce, *Melancholy Menagerie: A Gaze Into the World of Big Eyes*, a groundbreaking new exhibition currently in development which will debut May 3, 2014. The Fullerton Museum Center, home of the Leo Fender Gallery, has featured numerous exhibits on the intersection of fine art and pop culture, including *J.C. Leyendecker: The Other American Illustrator*, *Rhinestones and Twangin' Tones*, *The Orange Groove*, and *100 Worst Album Covers*. We will be continuing this tradition by featuring a selection of outstanding pieces from local collections in the upcoming exhibit.

We've all seen the big eyes staring at us from thrift shop shelves and attic storage spaces. Decorative, consumer oriented art flourished in the 1960's. Artists, many working under pseudonyms, cranked out artworks with adorable characters, bright-eyed and innocent yet lonely, melancholy, and maybe even menacing. Artworks by famed Keane, Eden and Lee were so popular in the 60s that the images are almost iconic now after nearly 4 decades. The subjects were cute yet unsettling with a sweetness that was eerie. You can even see the influence on children's toys with the very popular and highly collected Blythe and Little Miss No Name dolls.

While these images may have been produced for mass distribution, they have had an obvious and profound influence on contemporary artworks which are being produced, sold and collected in a very competitive and aggressive market. Artworks produced today show the obvious influence the aforementioned artists have had on their careers. Their artworks, naive and innocent, also carry the dreamlike uneasiness that was popular in the 60s.

This exhibition will delve into the idea of why this character was so popular in the 60s and why it's had resurgence in contemporary art. It will pay homage to the early artists working under a pseudonym and recognize them as influences on an art movement that continues to popularize these charming figures of sadness.

For more information on the exhibition or Fullerton Museum Center, please contact Kelly Chidester at 714-738-3331.

In Partnership with the City of Fullerton Department of Parks and Recreation

cityoffullerton.com/depts/museum

Fullerton Museum Association established June 4, 1971

Affiliate Member: American Association of Museums and California Association of Museums