The Summer of Love Experience
Art, Fashion, and Rock & Roll

In-Gallery Activity Book
de Young
FINE ARTS MUSEUMS OF SAN FRANCISCO
Welcome to The Summer of Love Experience!

The Summer of Love happened right here, in San Francisco, 50 years ago. Today you will see what this particular time and place was all about. In 1967, people came from all over the country (and world!) to meet in San Francisco. The people who gathered here were united by a desire to change the world. Artists, poets, writers, fashion designers, and musicians made art to express and share ideas. The art that you will see today was inspired my many different sources. You’ll see objects influenced by different time periods, cultures, religions, music, and other works of art. While you walk through the galleries you will read fun facts, discuss questions, and sketch ideas.

Groovy Gallery Guidelines

- Sit with your materials on your lap.
- No lying on the floor or leaning on the walls.
- Stand 18 inches away from the art at all times.
- Walk slowly and be aware of other visitors.
- Use pencils in the gallery. By not using pens, you ensure the safety of the art.
Held in 1966, the Trips Festival brought together everything and everyone that was rebellious and experimental in San Francisco. The rebels were part of a growing counterculture that would soon be described as "hippies." More than 10,000 people came to the festival from near and far to share ideas and experience a new way of life. The Trips Festival established San Francisco as the city at the heart of the 1960s revolution. It inspired others to come here during what came to be known as the Summer of Love.

Describe your tribe

The people who gathered in San Francisco for the Trips Festival suddenly realized that they were part of a cultural revolution. People with many different interests were united by a common desire for social change. If you could go back in time to the 1960s, where would your interests lie? What “tribe” would you join? Circle one or more.

artist  designer  healer
musician  performer  writer
dancer  activist  other:__________________

Discuss:

Notice the lights, color, and motion in this gallery.
What does your body want to do?
How does this space make you feel?
How would you describe the vibe?
Golden Gate Park

Social gatherings, festivals, and “be-ins” brought together people who shared common ideas and hopes for the future. The organizers and participants of these gatherings wanted to educate their communities about important issues. The hopefulness of the Summer of Love and the energetic atmosphere that it created touched the world, and the impact spread near and far. The effects can still be felt today.

Discuss:
What do these clothes tell us about the people who wore them?
What words describe your style?
Draw a line to connect these words and phrases to their 1960s definitions:

- far out
- funky
- flower power
- you dig?
- bread
- fuzz

- WOW, AWESOME
- MONEY
- POLICE
- NEW, HIP
- NON-VIOLENCE
- DO YOU UNDERSTAND?
Poster art rocks the bay

Posters were created to advertise social, art, and music events in the Bay Area. Some of the leading poster artists introduced design that was totally new. Posters showed iconic symbols and references to peace, nature, world religions, fashion, music, and more. The artists experimented with texts, bright and swirling colors, vintage styles, blurriness, overlap, and visual tricks.

Describe these posters!

Choose a word from the word bank and write it on the line below the poster that it best describes.

Word Bank:
- peace
- nature
- world religions
- fashion
- music
- vintage styles
- blurriness
- overlap
- visual tricks
Local fashion designers saw clothing as a tool for self-expression. They ignored the strict dress code of the 1950s and instead created designs that reflected the ideas of the hippies. Designers felt free to experiment with vintage looks and styles from around the world. When local designers began to get clothing orders from rock stars, the style of the Haight spread beyond San Francisco.

Imagine that you are getting dressed to walk the streets of Haight-Ashbury during the Summer of Love.

After viewing some of the grooviest original designs here, which outfit would you want to wear? Circle the words that describe your outfit.

- tie-dye
- vest
- natural fibers
- vintage
- "old-timey"
- western
- fringe
- bell-bottoms
- flowing skirt
- miniskirt
- hand-painted
- patch-work
Levi Strauss & Co. supported young people in San Francisco and the ideas behind the fashion revolution. Cowboy boots were popular, but Levi’s jeans did not fit over the top. At the request of a local female shop owner, Levi’s agreed to make a pant with a flared leg. These were the first factory-made bell-bottoms! The jeans were so popular that Levi’s held a contest: who could design the grooviest pair?

Create the ultimate bell-bottom jeans

Sketch your own design on these bell-bottom jeans. Think about what materials you would use to make them your own. Next to your drawing, list the materials.

Materials:
“Psychedelic” refers to intense experiences that change how you see reality. In 1961 the first person entered outer space. Events such as this were new to imagine and inspired the counterculture to explore the world in different ways. An interest in legal and illegal drugs, colored-light shows, meditation, natural foods, yoga, dance, Eastern religions, art, and music were explored as ways of changing reality.

Discuss:

Appropriation is borrowing something from another culture to use in your own way. Look around the room and search for objects that borrow ideas from the following:

- Native American Culture
- Advertisements
- India
- Eastern Europe
- Cowboy Culture
- The Middle East

Describe what you see and how you feel

Spend some time in the light show. Many describe this as a psychedelic experience. What are some words that describe the way that you experience the light and sound? Write them below:

Discuss:

What activities do you do that change your experience of the world around you?
In the 1960s people came from all over to hear folk, rock and roll, and psychedelic sounds at outdoor stages and ballrooms in San Francisco. It was music unlike any the world had ever heard. In order to advertise the music, artists worked with musicians to create innovative and eye-catching concert posters and album covers.

Design your own record cover!

Create a band name and an album title, then design your first record cover in the square below. Add symbols to add meaning to your art.
peacful protest

The 1960s counterculture was political. The peace-and-love generation wanted to change the world and create a new way of life, fighting for civil rights, women’s rights, gay rights, the environment, freedom of speech, and an end to the war in Vietnam. People took to the streets to support these ideas through protest that was usually peaceful.

Design a sign

What inspires you to speak out?
Which type of protest would you attend, and what would your sign say?
Write on the signs below.
Design a button

Add designs to the buttons below:

- Groovy
- Righteous
- Peace, Love, Rock & Roll
- Right On, Man
- Love Is All You Need
- Flower
- Power To The People
- Far Out
- Power
captions + credits

In order of appearance:


Activity book developed by Suzanne Couture and designed by Anneliese Salgado