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'Illustration, Design' at Euphrat Gallery

By Steve Stolder

While many of us may not make it to an art museum more than a handful of times during the course of a year, Jan Rindfleisch, director of De Anza College's Euphrat Gallery, believes we encounter art each day and we may not even notice. So she put it in a museum where the trappings of the art world would make patrons notice the value of "common" creations by artists.

The Euphrat display, "Illustration, Design," shows the works of a number of noted Bay Area artists whose works have appeared on billboards, editorial pages, greeting cards and on posters urging viewers to do anything from buying a motorcycle to reporting incidents of police brutality.

Rindfleisch describes the exhibit, showing through March 3, as "educational," displaying the variety of outlets for illustration and design artists and attempting to show what goes into the creation of a poster or billboard painting.

"The first thing people think of (when illustration and design is mentioned) is commercial advertising," Rindfleisch noted, "but that's not the end of all illustration design. This shows the process that produces the final product."

The museum director said a number of long days went into putting together the current show and gathering the works of the 20 artists and agencies that are given space at the De Anza museum.

The Bay Area is a strong center for artists specializing in illustration and design, Rindfleisch said, and she felt that many of their works should be gathered under one roof.

Among the illustration and design works and artists on display are:

- Caleb Whitbeck, Bud Schultz and George Pennewell, who specialize in billboard art. Whitbeck designed a billboard that advertised the Euphrat display and was installed Jan. 12 on Stevens Creek Boulevard near Tantau Avenue.

- Howard Brodie, whose works in art journalism have included the Watergate defendants (on display at De Anza), the execution of Gary Gilmore and the trials of Sirhan Sirhan, Charles Manson and Lt. William Calley.

- Doug Minkler, a poster artist who specializes in creating works that promote socially active community groups.

- Bunny Carter, who has specialized in commercial art and was commissioned to design the cover of the "Star Wars Game" for Parker Brothers.

The "Illustration, Design" exhibit will run until March 3. Hours at the gallery are Tuesday through Thursday, 11 a.m. to 4 p.m.; Wednesday and Thursday, 7 to 9 p.m.; and Sunday, 1 to 4 p.m.



Artist George Pennewell paints a billboard designed by Caleb Whitbeck to advertise the "Illustration, Design".