

## Mural #5: Hermosa's Great Wave

*Location: Hermosa Avenue & 14<sup>th</sup> Street, North Facing Wall*



### **ABOUT THE ARTIST:**

John Van Hamersveld

John Van Hamersveld is a prolific and highly influential artist and designer who gained fame for creating iconic album covers such as Rolling Stones, Exile on Main Street, Magical Mystery Tour by the Beatles as well as those for Blondie, Kiss, Jefferson Airplane and Johnny Lydon. He also won praise for his official poster and 360-foot-long mural for the 1984 Los Angeles Olympic Games. Van Hamersveld designed the iconic Endless Summer movie poster using a photograph. He arranged the shoot in January, 1964, after filmmaker Bruce Brown showed him the film's opening scene. He positioned Brown in the foreground with his surfboard on his head and the film's two stars between Brown and the setting sun. He had learned this technique at Art Center College of Design in Pasadena where he took night classes, graduating later that year. He converted the photo into an abstract design by reducing each color to a single tone and giving each image a single, hard edge.

### **ABOUT THE MURAL:**

Mural #5, Hermosa's Great Wave, is the creation of legendary, multidisciplinary artist John Van Hamersveld. The Palos Verdes artist is best known for his Endless Summer surf movie poster and his album covers for the Beatles "Magical Mystery Tour", the Rolling Stones' "Exile on Mainstreet", the Beach Boys "Made in California" and Jefferson Airplane's "Crown of Redemption". The mural depicts the evolution of Hermosa Beach surfboards through time, with Van Hamersveld's mural expressing the narrative through the silhouettes of three surfers, each holding a different surfboard representing a distinct era. The image of these surfers overlays a collage of colorful, abstract shapes and an expansive, all-powerful wave. Located at 14th Street and Hermosa Avenue, on the wall of The Underground Pub & Grill, the 75 foot by 19 foot mural is directly across the street from the long gone Foster's Freeze where Van Hamersveld and his

high school surf buddies hung out five decades ago. The unveiling served as a reunion for members of the three great surfing eras memorialized in the mural. The mural's story begins with the kookbox era. Jacobs, McFarlane and Van Hamersveld himself, first surfed on kookboxes — hollow, wood surfboards steered by dragging a foot because kookboxes didn't have fins. Next - the Golden Era of the 1960s, represented at the unveiling by surfboard shaper and retired lifeguard Sonny Vardeman and by members of the Haggerty Surf Club, including John Joseph, Mike McIntire, and John Leininger. The contemporary era of short board surfers was represented at the unveiling by Spyder Surf shaper Dennis Jarvis, ET shaper Pat Ryan, surfing's first World Champion PT Townsend and South Bay standouts Bobby Warcola and John Teague.