



Hermosa Beach Murals Project

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.

He designed an official poster and 360-foot-long mural for the [1984 Los Angeles Olympic Games](#); illustrations for [Esquire](#), [Rolling Stone](#), [Billboard](#); and branding and logos for [Fatburger](#), Contempo Casuals, and Broadway Deli. He also designed the rear cover collage and inside sleeve of [Billy Squier's](#) 1984 album [Signs of Life](#) painted two buses for the Fremont Street experience for the summer of love 40th anniversary.

In 1997 he started his own line of products revisiting his work from 1964–1974, which he calls “Post-Future.” With the printmaking of a fine art edition of the “Endless Summer” Poster, he moved his design work into

his Coolhaus studio in Santa Monica and between analog and digital environments has managed to create works such as the posters for the 2005 Cream reunion concert at the Royal Albert Hall. In 2013 John celebrated 50 years in Graphic Design producing a vinyl EP record sleeve for Liverpool-based Blues Rockers Sankofa as well as releasing the book John Van Hamersveld - Coolhaus Studio: 50 years of Graphic Design. He continued that line of work in 2014 with two more artworks for records by Asher Roth 'Retrohash' and the Billboard Top 5 release 'Get Hurt' by The Gaslight Anthem.

Because I went to Chouinard, which then became CalArts, I became a multi-discipline artist - it wasn't just about painting, it was about media and performance. For the surf idol Duke Kahanamoku portrait, which I created for the Surfrider Foundation, I took a photo from a book cover and abstracted the photo image into a drawing. This drawing was laminated onto a surfboard and auctioned to a buyer. I'm working on my own work, my own publishing company.

What is Southern California but an ever-changing dreamscape backdrop for the postmodern ideal? The psychology of the postmodern world is the continual state of change as we live in its idealist manufactured dream, built by developers.

In this century of hyper-postmodern ideals, with the digital future, we're segmented into different people, places, and things in a constant state of change.