

The Art of The Fillmore



“The Art of The Fillmore” collection is a series of vintage concert posters commissioned by the late great concert promoter Bill Graham (1931-1991).

Born Wolfgang Grajonca, in Nazi Germany, Bill invented the business of concert promotion and is credited with discovering some of the biggest names in music, including **Jimi Hendrix, Janis Joplin, Jerry Garcia, and Jefferson Airplane.**

The posters, used to promote concerts at the original Fillmore Auditorium (Fillmore & Geary), the Fillmore West (Van Ness & Market), the Fillmore East in New York City, and the Winterland Theater (Post & Steiner) span over 3 decades of the live music scene.

A wide range of artistic influences, reflecting the eras, were used in creating the posters. From hand-rendered “Psychedelic” to “Modern” to “Comic Book” and “Computer Generated”, many had French Art Nouveau influences and icons of pop culture embedded within the imagery.

The collection, shown at **photograph & frame**, in partnership with **Wolfgang's Vault**, was carefully curated to appeal to the reminiscent Baby Boomer, The MTV Generation and Modern Rock fans.

Up until now, this series has not been seen or sold in stores.

Enjoy the wonder and beauty of “The Art of The Fillmore” collection, now available at **photograph & frame.**

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