



**SYNOPSIS** THE COOL SCHOOL is an object lesson in how to build an art scene from scratch and what to avoid in the process, focusing on the seminal Ferus Gallery. Its proprietors, Walter Hopps and Irving Blum, groomed the LA art scene from a loose band of idealistic beatniks into a coterie of competitive, often brilliant artists. The Ferus also served as launching point for New York imports Andy Warhol (hosting his first Soup Can show), Jasper Johns and Roy Lichtenstein as well as leading to the first Pop Art show and Marcel Duchamp's first retrospective. What was lost and gained is tied up in a complex web of egos, passions, money and art. This is how LA came of age.

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# THE COOL SCHOOL

*The definitive account of the birth of the L.A. art scene*

- Film features artwork from Ed Kienholz, Ed Ruscha, Craig Kauffman, Wallace Berman, Ed Moses, Robert Irwin, Andy Warhol, Jasper Johns, and Roy Lichtenstein.
- An Official Selection of the Cleveland International Film Festival, the film premiered on PBS's acclaimed *Independent Lens* (2007-8).
- Featuring Academy Award® nominee Dennis Hopper and narrated by Academy Award® nominee Jeff Bridges.
- Potential for promotional outreach to Modern Art outlets and the L.A. scene.

## PRODUCT INFORMATION

**DVD FEATURES:** Walter Hopps on "Walter Hopps, Hopps, Hopps" by Ed Kienholz, The World of Ed Kienholz, Ferus Artists Reunion

**SRP:** \$29.95 U.S.  
**FORMAT:** DVD Single  
**PACKAGING:** Single amaray  
**LENGTH:** Approx. 86 mins + extras  
**GENRE:** Documentary  
**YEAR:** 2007

**LANGUAGE:** English  
**COLOR:** Color  
**WIDESCREEN:** Yes  
**AUDIO FORMAT:** Stereo  
**UNITS PER CARTON:** 30

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