



Santa Barbara Maritime Museum

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PRESS RELEASE

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"GEORGE GREENOUGH: BEYOND SURFING" AT THE SANTA BARBARA MARITIME MUSEUM APRIL 12 – OCTOBER 31 2004

- **Retrospective of Surfing Icon Features Both his Creations and Artists' Interpretations of His Work**
- **Raised in Montecito, Greenough an Innovator in Fin Shaping and Design, Mat Riding, Sail Boarding, Photography, Camera Equipment, and Film**
- **Traveling Exhibit from Huntington Beach International Surfing Museum**

March 16, 2004, Santa Barbara, CA – The Santa Barbara Maritime Museum will display the first ever retrospective on surfing icon and innovator George Greenough, plus an art exhibit entitled "Inspired", which features artistic interpretations using Greenough as the focal point for the pieces created. This exhibit, developed by the Huntington Beach International Surfing Museum, is especially significant to the Santa Barbara Maritime Museum and the Central Coast because Greenough grew up in Montecito, and much of his pioneering in film, and wave-riding surfboard and boat design, was developed and tested in local waters.

Greenough's lifelong passion for capturing the essence of wave-riding on film, his revolutionary designs inspired by nature, and his somewhat eccentric and mysterious lifestyle have truly made him a living surf legend. "George Greenough, Beyond Surfing ..." promises to be a unique collection of artistic expression based upon George Greenough as a unifying source of ongoing inspiration.

"George Greenough: Beyond Surfing" will be on view at the Santa Barbara Maritime Museum from April 12 through October 31, 2004. The Maritime Museum and Museum Store are open from 11 a.m. – 5 p.m. daily, closed Wednesdays. Museum admission is \$5 for Adults; \$3 for seniors, students, and youth; \$1 for children aged 1-5.

About the Exhibit

Building this exhibit involved a two-year process for the Huntington Beach International Surfing Museum, and included several trips to Australia for interviews with the reclusive Greenough. "George Greenough, Beyond Surfing..." provides a stellar, bi-continental representative of Greenough's work in both his American birthplace and his adopted homeland, Australia. In both countries he is renowned for many innovations in fin shaping and design, mat riding, sail boarding, photography, camera equipment, and film work.

Included in the exhibit is the original wooden model of the modern hi-aspect ratio fin, which is based on Greenough's study of sea creatures such as the yellow fin tuna — with its ability to change direction while maintaining high speeds. There are also several of Greenough's negative buoyancy spoon kneeboards that have incredible flex capabilities and allow him to ride deeper and longer in the "pocket" than most anyone else. These developments were the primary reason the longboard fell out of favor in the late 1960s.

Rare carbon-fiber surfboards and sailboards built by Greenough will be on display, as well as the first carbon-fiber windsurfing mast ever created and rarer still surfboard templates hand-cut by Greenough. Water camera housings worn by Greenough while filming such movies as *Big Wednesday* and *Crystal Voyager* will be on exhibit too.

The list of contributors of exhibit items is a virtual "who's who" of surfing culture: Dennis Aaberg, Chuck Ames, Bernie Baker, Steve Bissell, Ian Cairns, Spencer Croul, Albert Falzon, Skip Frye, LeRoy Grannis, Greg Huglin, Bob McTavish, Dan Merkel, Steve Pezman, Peter Townend, Renny Yater, and Nat Young, as well as George Greenough himself, and many others.

About "Inspired"

Another segment of the exhibit titled *Inspired* will embrace artistic interpretations based upon George Greenough and his life's work. Their work encompasses all mediums — watercolor, oil and acrylic painting, airbrush, graphite drawing, and three-dimensional collage work — in sizes ranging from eight-inches by ten-inches, to six-foot-square. Many of these artists are internationally known and highly sought after.

This roster of premier artists includes: Marco Almera, Ken Auster, Sandow Birk, Drew Brophy, Jay Brown, Michael Cassidy, Ron Croci, Andy Davis, Mark Dillinger, Mike Doyle, Bill Drysdale, John Glomb, Wade Koniakowsky, Bob McTavish, Jesse Miller, Bill Ogden, Mark Powell, Rich Rietveld, Anna Severson, John Severson, Kevin Short, Dale Solomonson, Brian Taylor, Patrick Tobin, John Van Hammersveld, and Caroline Zimmerman.

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About the Santa Barbara Maritime Museum

The 7,000 square-foot Santa Barbara Maritime Museum, located at the Santa Barbara Harbor, opened to the public in July 2000. Today, the museum, with more than 650 members, is a vital part of the community offering popular programs and attracting thousands of visitors each year. New exhibits include an interactive display of the shipwreck *Cuba*, an underwater archeology exhibit, and an exhibit of artifacts highlighting Channel Islands Maritime Ranching with a working model of the Anacapa crane. Visitors can practice the basics of sailing a sabot in the wind tunnel of the Sailing & Yachting exhibit. Several major new exhibits will open in the coming months, including the Barry and Jean Schuyler Environmental exhibit and Safety at Sea exhibit.

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