

# Marco Almera Interview



by Michael Erlewine

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## INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

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## **Interview with Marco Almera**

Interviewed by Michael Erlewine

Artist Name: Marco Almera Given Name: Marc David Almera

Birth Date and Year: 11/69, 9:30 am, Bellflower, Ca (near Long Beach)

Michael Erlewine: WHEN and HOW did you get interested in art in general, and posters in particular?

Marco Almera: I was always interested in art. I have been a self-employed artist since 1990. I was a poster collector for a few years, collecting Frank Kozik and Derek Hess, then I started doing my own posters

Michael Erlewine: What kind of art influenced you?

Marco Almera: All kinds: Rick Griffin, Mexican folk art, Japanese art, surf art, punk art, album covers, rock posters.

Michael Erlewine: What concert- posters artists influenced you?

Marco Almera: Frank Kozik, Derek Hess, Justin Hampton

Michael Erlewine: What was your first concert-music poster (date, venue, bands)?

Marco Almera: Sublime/Summertime '97/single remix with Wyclef Jean, Snoop Dogg, Marshall Arts.

Michael Erlewine: What are the main venues you have done posters for?

Marco Almera: House of Blues, Electric Factory, The Garage in LA

Michael Erlewine: What are the main bands you have done posters for?

Marco Almera: Sublime, Reverend Horton Heat, Supersuckers, Turbonegro

Michael Erlewine: Please describe the media and size/formats you have most used?

Marco Almera: Usually 4-6 colors, waterbase ink, parent sheets 23" x 35", individual posters 17.5" x 23"

Michael Erlewine: What other poster artists have you collaborated with?

Marco Almera: None, I prefer to fly solo

Michael Erlewine: Who are your favorite current poster artists?

Marco Almera: Frank Kozik, Derek Hess, Justin Hampton

Michael Erlewine: What are your favorite bands?

Marco Almera: Sublime, Reverend Horton Heat, Supersuckers, Turbonegro, the Pixies, Frank Black, Johnny Cash.

Michael Erlewine: You comments on artistic philosophy, world views, anything:

Marco Almera: I don't know much about artistic philosophy, I didn't go to art school. All I can say is make it good quality, put some craftsmanship, pride, and soul into your work.