

# Moscoso's Neon Rose



by Michael Erlewine

# Moscoso's Neon Rose

by

Michael Erlewine

## 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.

Michael@Erlewine.net

Here are some other links to more books, articles, and videos on these topics:

Main Browsing Site:

<http://SpiritGrooves.net/>

Organized Article Archive:

<http://MichaelErlewine.com/>

YouTube Videos

<https://www.youtube.com/user/merlewine>

Spirit Grooves / Dharma Grooves

Copyright © Michael Erlewine

You are free to share these blogs  
provided no money is charged

## Neon Rose by Victor Moscoso

by Michael Erlewine

The Neon Rose set is classic psychedelic art and members of it have been displayed in museums around the world, including the Museum of Modern Art in NYC. The Neon Rose set is work of Victor Moscoso and probably marks a high-water mark in this artist's career. This particular set includes all 27 posters (0 through 26) and one variation (total of 27), 18 of them signed by the artist himself. These posters are mostly originals, but there are some reprints.



Neon Rose #18 Junior Wells

The story of the Neon Rose series is important in the history of psychedelic posters for at least a couple of reasons. First, it is an example of some of the best psychedelic art ever created and marks perhaps the

high-water mark of the pure use of color for that era. Moscoso is the master of psychedelic colors and vibrating colors, but always with exquisite taste.



Neon Rose #2 Steve Miller Blues Band

Here in Moscoso's own words:

"For instance, I had been told that lettering should always be legible, so I turned that around to say: Lettering should be as illegible as possible. Another rule was that a poster should transmit its message quickly and simply. So, I said: A poster should hang you up as long as possible. Another one is: Do not use vibrating colors; they're irritating to the eyes. So I said: Use vibrating colors as much as possible. After all, the musicians were turning up their amplifiers to the point where they were blowing out your eardrums. I did the equivalent with the eyeballs. "



Neon Rose: Big Brother and the Holding Company

And more:

"So I reversed everything that I had learned, and once I did that, then it fell into place. Then everything I'd learned in school began to work for me. I could pick a vibrating color like nobody could. You know when I had that conversation with Wes Wilson and he says, "Oh, I use vibrating colors all the time." I said, "Wait a minute. No you don't." Just 'cause you use a green and a red doesn't mean they vibrate, if the value of the green is like 20% and the value of the red is 80%. Uh uh!!"



Neon Rose #12 Chambers Brothers

There are few sets of posters as immediately appealing, not just to the collector, but to the whole family. When I began collecting posters, I had to do some fast talking to make it clear to my wife that these things were worth something, worth investing in. When she saw some of the Neon Rose series, she liked them at once and got the message.

Here is the whole set, including the rare and impossible to find items.