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Todd Trexler

Renowned Poster Artist for The Cockettes and Nocturnal Dream Shows at the Palace Theatre in San Francisco (1970's) Makes Available His Historic Vintage Posters in Quality Reproductions for Sale.

**Now Available for the First Time in 40 years!
Own a Piece of San Francisco GLBT History!**

<http://toddtrexlerposters.com>

"Trexler is a poster artist for The Cockettes and Nocturnal Dream Shows. His assemblages seem to allude to old-fashioned show business and the living-out-of-a-suitcase nomadism (sic). His pieces produce a mixture of nostalgia and outrage. The show projects a precious, not to say campy, sensation like stumbling into a fan dancer's dressing room at Finocchino's." - SF Chronicle, 1972

San Francisco, CA (Oct. 15, 2012) –

Todd Trexler, the celebrated poster artist who is most remembered for his iconographic posters and hand bills for The Cockettes and Nocturnal Dream Shows at the Palace Theatre in SF in the early 1970's has made available a limited number of quality prints (41) and note card reproductions (3 sets) for the first time in 40 years. These posters feature rising new stars of the time including, Randy Newman, Tower of Power, The Famed Cockettes, Sylvester and Lady Divine – who forevermore became Divine after her live performances with the Cockettes. All of the posters are available in 11 x 17 and sell for the reasonable amount of \$19.99. Larger size posters are also available in their original size and sell for \$65.00. Some reproductions are B & W and some are in color.

To view the web gallery and to place orders, visit the web site at
<http://toddtrexlerposters.com>

On working with Divine (Glenn Milsted) on the Vice Palace poster and photo shoot, Trexler recalls:

"I absolutely adored working with Glenn on the few occasions that I did! The day that we planned to take photos for the VICE PALACE poster I'll never forget. Glenn and I sat in the back seat of a car with Sebastian in the front. We drove around San Francisco looking for a place to use as a backdrop. We ended up at the Palace of Fine Arts and decided it was perfect! Glenn was in makeup, bib-overalls with the sides split to make them large enough. He had tossed a couple of 50's net prom dresses in the trunk of the car. He slipped into a pair of open-toed backless mules and wrapped the prom dresses around himself and instantly became DIVINE!!! I took the photo and that poster is an all-time favorite of my poster career!" – Todd Trexler

Artist Todd Trexler is available for interviews by request.

**To arrange an interview with Todd Trexler or for additional information please call or e mail Lawrence Helman at 415/ 661-1260 / lhelman@sbcglobal.net
History of Todd Trexler Posters in San Francisco**

While living at 584B Castro Street in SF in the late '60s, Todd Trexler became friends with Sebastian who lived in the next block. Sebastian was Bill Graham's accountant. Bill Graham was the producer of the legendary Fillmore Auditorium rock concerts. Sebastian longed to be involved in entertainment promotion also and he secured the use of the Palace Theater at Columbus and Powell Streets from its Chinese owner on weekend nights after midnight.

His plan was to show some of his favorite little known, cult and bizarre films after midnight on weekends. The area (North Beach) held the perfect potential audience mix of beatniks, hippies, intellectuals and gays. He needed a way to advertise the monthly array of films. He asked Todd to work on an inexpensive handbill or mailer. They agreed on a larger poster format to be folded and mailed out. In those early days, Todd was paid with bags of weed.

The project was successful. The showings eventually became as famous for the audiences as for the unusual films that drew them. The press noticed and the 'Midnight Movies' began to be mentioned and commented on in the local press. Unique to these events was the wild and bejeweled nature of the generally unruly audiences.

The posters also developed a life of their own and could be found on the kitchen walls of hippies, freaks and gay men. As time passed and the success of the shows increased, the posters moved from single color on inexpensive white paper pen and ink drawings to multicolored and color separated images using both mixed media and photographic images.

The Midnight Movies project expanded and grew. Sebastian began working with SF Filmmaker Steven Arnold and they launched *Nocturnal Dream Shows*. The colorful audiences at the Palace Theater had become an 'event' themselves and one night, stoned hippy drag queens who had appeared in one of Arnold's films, took the Palace stage and became The Cockettes. John Waters, producer and filmmaker from the East Coast who had introduced 'Lady Divine' to the world, formed an alliance with Sebastian. Then 'Divine' shows in San Francisco and Divine posters and photographs by Todd were created. Tropo Productions, a vehicle for promoting Warner Brothers recording artists joined the party.

While all of this was happening, Todd worked on his master's degree in sculpture at SF State and showed his work at The Upper Market St. Gallery. He designed posters for their edgy art shows and events. The gallery was as well known for its communal owners Ron Jehu, Wylie Wong, Michael Radcliff and Baron Michael Miller as for their amazing gallery shows. Next door neighbors were Sylvester, by then, on the top of national disco hit lists and John Rothermel.

Todd Trexler – Bio:

Todd Trexler was born on the fourth of July 1943 in a small town in Ohio. He was the son of a protestant minister and the church choir director. His family moved to Massachusetts where he attended grade school at the Smith College Day School in Northampton. In 1957 his family moved to San Mateo, California, on the San Francisco Peninsula where Todd attended San Mateo High School. Todd graduated from San Francisco State with a bachelor's degree in Art History. In 1972 he completed a master's degree in Sculpture.

Art jobs in San Francisco included Joseph Magnin (display and graphic design for display department.), and Liberty House Mainland Headquarters in Oakland. Display and design of display in the City of Paris store on Union Square and new stores in Oregon and Washington. In 1971 Todd's sculpture was accepted into San Francisco Art Institute's juried Centennial Exhibition and shown at

the M.H. deYoung Museum. In 1972 he earned a Masters of Art in Sculpture from San Francisco State University and had a one-man show at the Upper Market Street Gallery. In 1979, Todd moved to the Monterey Peninsula and returned to school. He became a registered nurse and took a job at Community Hospital of the Monterey Peninsula. While still in nursing school in 1982, he cared for the first GRID patient in the area. A few years later he received a masters degree in public health and worked for a NIH program administered by UCSF doing AIDS education with an Infectious Disease physician in the area. In 1994, he presented his thesis work at a National AIDS Education and Training Centers conference in San Juan, Puerto Rico.

In 1998, he retired and moved to Puerto Vallarta. He returned to Monterey in 2001 and was contacted by Strange de Jim about Jim's Castro Street book. It was the first time in a long while Todd had thought much about his San Francisco days, and these thoughts eventually led to the idea of resurrecting and publishing the posters. The project has brought back so many amazing memories and it's been a gift to reconnect with old friends and acquaintances from the late 60's and early 70's. His San Francisco Days -- crafting assemblage sculptures from gems found at Cliff's Variety Store, hand drawing the posters in his flat at 584B Castro Street, smoking weed with Sebastian & Skosh, and hanging out at The Palace and with his friends at The Upper Market Street Gallery -- were all magical.

Todd currently resides in Seaside, California, on the Monterey peninsula.

Calendar Editors:

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