

PASIC Posters

By James A. Strain, PAS Historian



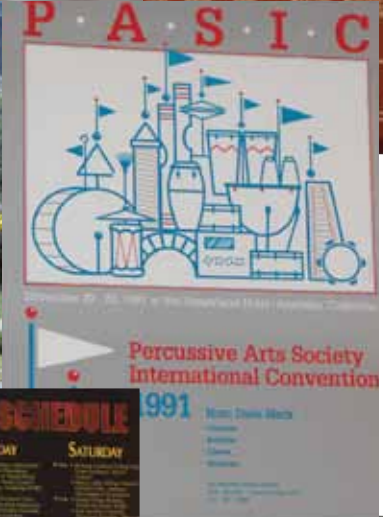
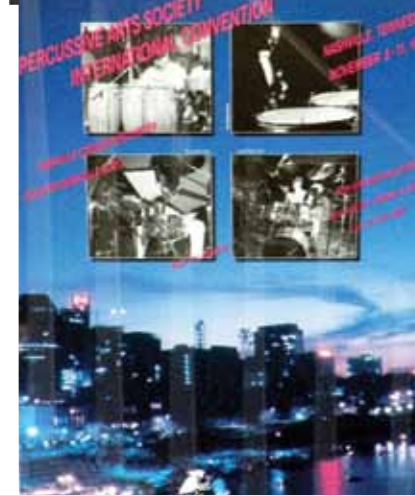
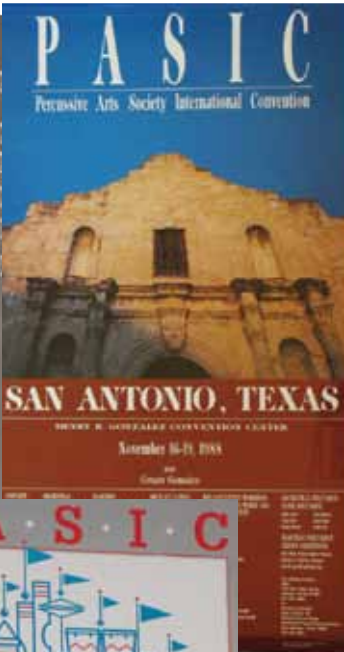
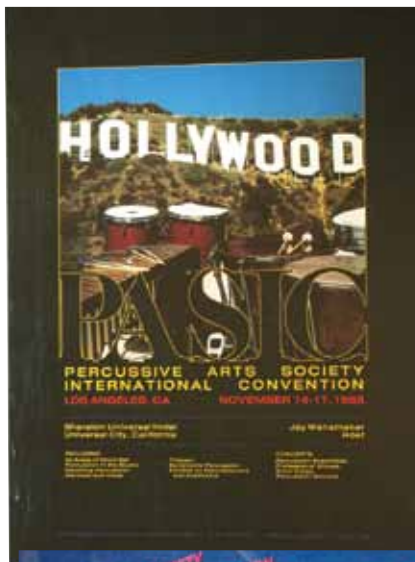
Since 1976, the Percussive Arts Society International Convention (PASIC) has been the premier event for percussionists from around the world. For many years, one of the major marketing tools to promote this event, as well as the society in general, was via posters. At first, posters were sent to the general membership in separate mailings to encourage new membership, advertise events (such as clinics and performances), and to promote subscriptions to the journals.

In 1977, a poster featured pictures of the first PASIC in Rochester showing the main hall of the Eastman School with exhibits as well as other clinics. By 1979, a general poster for PASIC was established, giving all essential information one might need to be encouraged to attend and register for the event, including dates, location, hotel accommodations, and types of sessions. Posters from this time through the late 1980s were generally a standard poster size of 17 x 22 inches, but a few varied for artistic purposes. By the 1990s, the posters were folded and inserted in the *Percussive Notes* PASIC Preview issue (October), and reduced to a 16 x 20 inch size for this purpose.

PASIC posters often focused on the city where the convention was held and provided the name of the host, the daily schedule, and major artists. In the late 1990s, pictures of the host city were abandoned in favor of one major artist, with detailed listings of all of the other artists broken into broad categories, such as marching, education, drumset, concert, health and wellness, or keyboard. At times, the designer of a poster is named and credit to the photographer(s) appear on a poster, but some posters were commissioned by the local PASIC host and no information about the designers was available. Starting in 1998, PASIC posters were created by PAS in-house graphic designer Hillary Henry.

PASIC posters ceased to be printed after 2002, but many PAS members fondly remember previous conventions by the posters, location, and integration of the artwork from the poster with each *Percussive Notes* PASIC Preview issue or the actual PASIC Program. Those who identify with the posters often have a favorite, such as the "Piquant Gumbo of Events" from PASIC '92 in New Orleans, or the drawing of Disneyland by Ted Engelbart for PASIC '91 in Anaheim.





Photos of posters courtesy Lauren Vogel Weiss and James A. Strain