

For Immediate Release

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New Exhibit “Jo Mora: Mapmaker of the American West” Highlights Ephemera from the Golden Age of Map Making

On Display through Feb. 6, 2022, at Central Library

“Jo Mora: Mapmaker of the American West,” a new exhibition featuring rare beautifully illustrated maps and ephemera from the golden age of mapping, is now on display through Feb. 6, 2022, in the Annenberg Gallery at Central Library, 630 W. Fifth St., downtown.

The golden age of pictorial mapping covers the late 1920’s into the 1950’s, a time when few artists were as prolific and talented as Joseph Jacinto “Jo” Mora, who left a rare and important cartographic legacy. The materials on display were selected from the Jo Mora Trust, the David Rumsey Map Center at Stanford University and the Los Angeles Public Library’s Mora Collection.

“In his lifetime, Mora achieved many remarkable artistic accomplishments and his proficiency with brilliant colors and details represent a historic slice of the early west,” said Central Library Director Kren Malone. “This exhibition represents the goals of the Los Angeles Public Library to preserve, educate and share our collections with current and future generations.”



Evolution of the Cowboy - 1939. By Jo Mora was acquired for the Western Public Center in Elko, Nevada, in honor of their exhibition 'The Western Spirit of Jo Mora, May - October, 2021.' Publication by The Jo Mora Trust.

Evolution of the Cowboy, 1939. (Print) Courtesy of the Los Angeles Public Library.

(more)

Peter Persic, Public Relations & Marketing Director

Mora, who lived from 1876 to 1947, embraced the Western life depicted in his prolific and multifaceted body of visual art, comprising sculpture, paintings, architectural adornments, dioramas, and maps. He explored California Missions, the natural glories of Yosemite, California's ranch life, and eventually the culture of the Hopi and Navajo in Arizona. During his travels, Mora documented observations that became the source material and inspiration for much of his later artwork.

“This exhibition is even more important because it contains original, rarely seen material. Anytime that artistic and ephemeral material created by Mora is available for public viewing is a cause for celebration,” said Peter Hiller, Jo Mora Collection Curator. Hiller will lead a free tour and discussion of the exhibition on Dec. 2 at 11 a.m. and 2 p.m., please RSVP via email language@lapl.org.

The Jo Mora Trust endeavors to honor the memory and integrity of Jo Mora and his artistic accomplishments and strives to enlighten and educate the public about Jo Mora with his work available for exhibition and sale.

A recipient of the nation's highest honor for library service—the National Medal from the Institute of Museum and Library Services, the Los Angeles Public Library serves the largest and most diverse urban population of any library in the nation. Its Central Library, 72 branch libraries, collection of more than 6 million books, state-of-the-art technology accessible at lapl.org, and more than 18,000 public programs a year provide everyone with free and easy access to information and the opportunity for lifelong learning.

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