

TRAVELING
EXHIBITION

1968: A FOLSOM REDEMPTION



1968: A Folsom Redemption—Celebrating the fiftieth anniversary of a landmark concert that revived his music career, *1968: A Folsom Redemption* is a collection of photographs and memories of two journalists lucky enough to be among a handful of eyewitnesses to the historic concerts. This candid and personal photography exhibition covers a critical juncture in the career of one of the twentieth century's most beloved performers.

In January 1968, Johnny Cash was at a crossroads. His music career, in a slow decline for several years, was in need of a smash hit. He had recently straightened out his personal life, and leadership changes at his record label meant he was able to finally convince them of the merits of a live recording in a prison setting. Cash had been performing for inmates as far back as 1957, when he received a stream of requests from prisoners who identified with the man who sang "Folsom Prison Blues." This connection developed with prisoners during these concerts had made him increasingly sympathetic to those he would later call "the downtrodden."

Working as freelance journalists, photographer Dan Pouch and writer Gene Beley met with Cash and his family the day before the concerts began, at the invitation of Reverend Floyd Gressett, a friend of Cash's who ministered to inmates and helped set up the show at Folsom State Prison with Recreation Director Lloyd Kelley. After practicing the set with the Tennessee Three at Hotel El Rancho the night before, on January 13, 1968, Cash, along with opening acts Carl Perkins and the Statler Brothers, performed two separate shows in the dining hall at Folsom.

Notable for capturing Cash's ability to connect with his audience, the recordings crackled with the excitement of an adoring crowd.

The resulting album, *At Folsom Prison*, was released four months later to critical and popular acclaim. Beley's first-person account of those days, and his knowledge of the storylines at work behind the scenes, make this a fascinating exploration of the little-known aspects of a well-known event in popular culture. *1968: A Folsom Redemption* takes the viewer right into the heart of this pivotal moment in the life and career of one of the twentieth-century's most important and cherished musical personalities.

For the first time ever, this travelling road show collection of thirty-two photos features a wide range of intimate photos with friends and family to a backstage meeting with country music legend Merle Haggard with the Man in Black. This exhibition highlights Cash's golden era from the January 1968 Folsom prison album recording to a March 1, 1969 concert in Anaheim, California when he was getting ready to launch his network television show.

www.eusa.org/exhibition/1968-folsom

Left Images: Dan Pouch, *John getting out of the prison bus upon arrival at Folsom Prison January 13, 1968*; digital scan from original negative, 30 x 20 inches; Dan Pouch, *John and June on Their First Anniversary, 1969*; digital scan of original negative, 30 x 20; Dan Pouch, *John playing solo on the makeshift stage in the prison cafeteria, 1968*; digital scan from original negative, 30 x 20 inches. All photographs Courtesy of the John R. Cash Revocable Trust.

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ExhibitsUSA



MID-AMERICA ARTS ALLIANCE



THE EXHIBITION IN YOUR GALLERY

ExhibitsUSA allows venues to work with our team of interpretive specialists to customize the exhibition based on spatial limitations. If your institution plans to augment or edit the exhibition you are hosting, please notify us of your plans so we can work together on bringing the best exhibition to your venue.

SUPPORT MATERIALS AND SERVICES

When you host an EUSA exhibition, you will receive a range of support to present the exhibition to—and engage with—your community, all developed by our team of museum specialists in collaboration with the project's curatorial partners.

THESE INCLUDE:

- A marketing and publicity kit with digital images and logos, a sample press release, and social media content ideas.
- A programming guide with extensive educational resources and program/activity planning ideas for host venue staff and teachers.
- Custom-designed interpretive panels, object labels, gallery guides and/or other interactive engagement tools.
- A registrar's packet with instructions and documents for condition reporting, and installing and de-installing the exhibition.
- Custom-built crates for easy handling and maximum protection, along with instructions for proper packing.
- On-call logistical support.

Above: Gene Beley, Johnny Cash and parents at parents' Oakview, California trailer park home, 1968; digital scan from original negative, 16 x 20 inches; Courtesy of the John R. Cash Revocable Trust.

Organized by: ExhibitsUSA/
Mid-America Arts Alliance

Content: 32 photographs by
Gene Beley and Dan Poush and
two works of ephemera

Duration: 7-week display

Out-of-Region Rental Fee: \$6,500

In-Region Rental Fee: \$3,900
(In-region states: Arkansas,
Kansas, Missouri, Nebraska,
Oklahoma, and Texas)

Shipping expense: Exhibitor is
responsible for payment of
outgoing shipping.

Security: Limited

Run. ft.: 105

Number of Crates: 2

Total Weight: 442 lbs

Insurance: The exhibition is fully
insured by ExhibitsUSA at no
additional expense to you, both
while installed and during transit.

DATES AVAILABLE:

1968: A Folsom Redemption is
touring through August 2029. The
dates below reflect 7-the week
exhibition periods. Dates are subject
to change; please contact MoreArt@
maaa.org or (800)473-3872
x208/209 for current availability.

January 28-March 16

April 6-May 25

June 16-August 11

September 1-October 20

November 10-January 7