

Johnny Cash Exhibition at San Francisco Art Exchange

Never-before-Seen Photographs By Famous Music Photographer Jim Marshall

SAN FRANCISCO - A special photo exhibition celebrating the life of music legend Johnny Cash will open at the [San Francisco Art Exchange](#) on March 1, 2011. The intimate images in the exhibition, nearly all of which have never been printed before, were taken by the famous photographer Jim Marshall and are featured in his last book, *Pocket Cash* (Chronicle Books, Fall 2010). Marshall began his career in 1959 and produced some of the most iconic photos in music history. Just prior to his death last year, Marshall had been planning this exhibition with the gallery owner.

Chronicling the illustrious career of "The Man in Black," the exhibition, named *Pocket Cash* after the book title, includes the infamous photo of [Johnny Cash giving "the bird."](#) one of the most iconic images in the history of popular music, as well as several behind-the-scenes shots from [Johnny Cash's Folsom Prison concert](#) in 1968. Also featured are rare photographs from [Bob Dylan's television appearance](#) on the debut episode of *The Johnny Cash Show* in May 1969. Collectively, the exhibition is a visual tribute to the acclaimed musician and his wife, June Carter Cash.

A son of San Francisco, [photographer Jim Marshall's extraordinary body of work](#) includes celebrated shots of [Jimi Hendrix](#), [The Beatles](#), [Janis Joplin](#), [Miles Davis](#) and other stars of the music industry. Unlimited access coupled with an inviolate sense of trust between subject and artist allowed Marshall special opportunities: he was chief photographer at Woodstock and was the only photographer allowed backstage at the Beatles final concert. Marshall's introduction to Johnny Cash came while hanging out with Bob Dylan at a Greenwich Village nightclub in 1962. When Columbia Records agreed to do the Folsom Prison shows, Johnny Cash asked the photographer to document the proceedings. Subsequent collaborations at San Quentin Prison and at Cash's home in Hendersonville, Tennessee cemented the intimate trust the two artists shared.

"Jim had a way of capturing the sensitivities of often elusive people," said San Francisco Art Exchange co-owner Theron Kabrich. "I was at his house the day that John Carter-Cash's foreword to the book came in. He was deeply touched and emotional and eager to share it with me. Despite his tenacious reputation, Jim had a lot of love and affection for his friends, and certainly he felt that way about Johnny and his whole family."

A public reception for *Pocket Cash* will be held on Saturday, March 26th, 2011 from 7-10pm at SFAE on 458 Geary St. (between Mason and Taylor). The exhibition will run through March 31st.

Founded in 1983, San Francisco Art Exchange is the world's leading dealer of iconic art and photography from popular culture, and features one of the most significant collections of original rock and roll art in the world. SFAE has developed relationships with legendary artists, photographers and celebrities around the world and has represented the art of [Ronnie Wood](#), [Rolling Stones guitarist](#), since 1987. In addition to imagery of and by well-known personalities, SFAE has also enjoyed long relationships with famed album cover artists [Storm Thorgerson](#) (Pink Floyd, Led Zeppelin), [Roger Dean](#) (Yes, Asia), and Stanley Mouse (Grateful Dead). All images can be viewed in the gallery located in Union Square at 458 Geary Street between Mason and Taylor, and at www.sfae.com. Gallery hours: Mon. – Sat. 10am - 6pm, Sun. 10am – 4pm.