TRAVELING EXHIBITION SERVICE

Front Row Center

Icons of Rock, Blues and Soul
The iconic photographs of Larry Hulst capture the energy of live music and the enduring visual spectacle of rock’s greatest performers. From Janis Joplin and Jimi Hendrix to David Bowie and Lauryn Hill, Front Row Center: Icons of Rock, Blues and Soul brings together over 70 images of legendary musicians across three genres and generations.

After completing a tour of duty in Vietnam at 23, Hulst began photographing San Francisco’s vibrant music scene, going on to shoot thousands of concerts across the country. This exhibition charts Hulst’s extraordinary path, showcasing a unique visual anthology of rock, blues, and soul music from 1970–1999. These images, which have been featured on album art and Rolling Stone spreads, convey Hulst’s passion for the magnetism and unpredictability of live music. With photos that also document the unforgettable voices of funk, punk, and beyond, Front Row Center grants viewers an all-access pass to some of the most memorable performances in popular music history.

“The job, as I see it, is to create a final image that portrays equally the public spectacle of the show and the private style and passion of the musician.”

-Larry Hulst

EXHIBITION SPECIFICATIONS

Number of Works
Over 70

Requirements
Limited security;
300-400 linear feet

Shipping
IA&A makes all arrangements;
exhibitors pay outgoing shipping costs within the contiguous US

Booking Period
12 weeks

Tour
January 2021–January 2024