

Oil is History is a colorful photographic series of junkyard cars, by Louise (L. A.) Marler. It is significant on several levels: artistically, socially, environmentally and historically.

### **Artistically**

L. A. Marler's compositions of crumbly rust texture and colors, surrounded by lush vegetation are a journey back in time and witness to the amazing resilience of the earth. Her keen eye for composition and detail with passion for mechanical objects and equally for nature have summed up the best of all this. "Marler's subtle tonal range of color prints gorgeously captures the essence... Images are beautifully seen and executed," is what the *Santa Barbara Independent*, printed August, 2006.

### **Socially**

Americans love affair with their cars started long ago. By the 1950s most people proudly considered theirs, one of the family. The American Dream has always included a new car. In the past it was bigger and more comfortable. Now it is shifting to more compact and fuel efficient.

### **Ecologically**

As a life-long ecologist, Marler uses these emotional photos as a bridge at this critical point in time; cherishing the past and taking the lesson forward. Our lifestyles and environmentally-friendly choices are intertwined. Affecting individuals to make smart choices and do their part to reduce carbon imprints, stop global warming and wars.

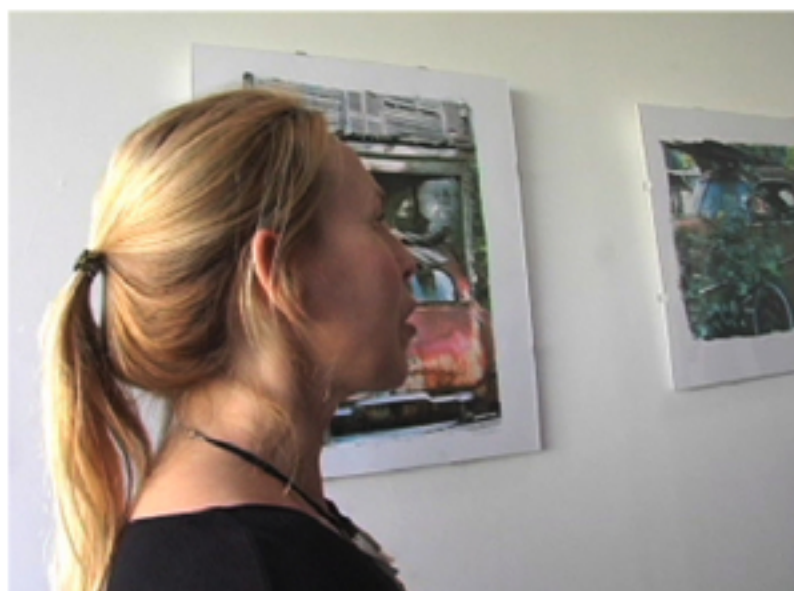
### **Historically**

Mostly 1950s Chevies, these beautiful cars and trucks were shot in natural light near the Mississippi River in one location, Ste. Genevieve, Missouri. (Different viewers have all thought it is somewhere else, that they have been!) While this town is recognized for its French heritage, this controversial site was a surprising curiosity to tourists. The Mississippi River had major floods in 1977 and 1993. The cars were underwater which explains the ones half submerged in the earth as well as the foliage growing out of others.

With a contemporary perspective of this historically significant site has been documented by these pictures. The entire yard was cleared except for the Jefferson H house in 2006.

This photo series has a broad appeal and is an integral part of the auto industry's solution. In terms of public relations and advertising, branding and marketing communications, it is great tool for connecting art enthusiasts, car enthusiasts, new fuel automobile makers, environmentalists, historians and pop culture aficionados, to name a few! Through rich imagery, Marler inspires individuals as well as large organizations to enjoy the ever-changing process of life and take personal responsibility for using alternative fuels now.

Contact L. A. Marler to bring you to the forefront of global citizens' awareness.



### **10.3.09 Oil is History - What Good is Science without Art?**

***The Earth has come full circle. The dawning of the Ice Age resulted in the extinction of the Dinosaur. Global warming is increased by the use of fossil fuel, ironically from dinosaurs. We have not yet wholly acknowledged and altered our behaviors, potentially to repeat this tragic pattern.***

What can one artist do to affect change? **Louise A. Marler** has diligently worked to reach individuals through conceptual junkyard photos about their current transportation - cars, and how they affect our environment. Through her photography she has created an insightful and playful experience with a purpose. **Oil is History**, eco fine art photography exhibit is **Saturday, October 3rd from Noon till 8:00 pm at L. A. Marler Studio and Gallery (hangar), 3000-B Airport Ave., Santa Monica, CA 90405.**

What good is all that science without art? While the Alternative Car Expo is happening, take a moment here to experience the artistic side of the past and present of the ever changing transportation modes. Merged with the tranquility of nature, the decaying mid-century bastions of style in **L. A. Marler's** photos provoke the awareness of this critical and exciting moment in time. At once you can glance to the past and look to the current cars that make science fun and sexy. This enchanting photo journey is a welcome respite to the hectic, bustling car show.

**Louise Anne Marler** is a Santa Monica based photographer, commercial artist, curator and consultant. Her eclectic vision includes series such as contemporary graphic photos of manual "TypoWriters" as well as "Asian Blessings" and many more. Take this rare opportunity when the artist throws open the studio's hangar door and invites everyone to come in and see her creative genius at work.

"**Oil is History**" are gicleé prints - archival, limited editions. Ecology meets technology in digital printing. It is one of the cleanest artistic methods today. Without compromising artistry, prints are rich in texture, detail and color. Some images are in custom-made frames of reclaimed moldings and unframed prints are available. Eco-friendly merchandise such as t-shirts, digitally printed and hand-made notecards will also be for sale.

**Faced with the possibility of our own extinction, experience "Oil is History" and take action to create change NOW!**

**Come over this Saturday, October 3rd from Noon till 8:00 pm at L. A. Marler Studio and Gallery (hangar), 3000-B Airport Avenue, Santa Monica, 90405 (310)449-4477.**

For press info contact Kathy Leonardo [kathy@kathyleonardo.com](mailto:kathy@kathyleonardo.com); 310 428-1109



Ecological Fine Art Gallery  
Earth Day 2009





## Oil Is History Photos Featured at Topanga Earth Day

The acclaimed Oil Is History photographic series will be featured as part of the Topanga Earth Day celebration April 18th and 19th, 2009. Each day it is open 10 am to sunset at Topanga Community House Fairgrounds.

Oil Is History is the impetus for a grassroots campaign to actively facilitate the transition to cleaner energies and preserve the environment by educating the public on alternative transportation. The Oil Is History campaign has partnered with the Topanga Earth Day non-profit producer to raise awareness through original art prints, environmentally friendly fashion apparel, accessories, fine stationery, and gifts. All proceeds of the events are donated to one local and one international non-profit.

L. A. Marler of Santa Monica is a landscape photographer who specialized in environmentally-conscious printing... Digital printmaking is the cleanest of all the more traditional methods. She documents the relationship of transportation and nature... "I want to be part of the solution because I care so much about this country and want us to overcome our addiction to oil," said Marler about why she is doing this work.

For the Earth Day celebration L.A. Marler has brought together amazing works by a number recognized local artists of recycled materials, sculpture, collage, photography, painting and film:

- Dianna Cohen is known for her two-dimensional and three-dimensional works using recycled plastic bags - sewn together - ranging from small hanging pieces to room-sized installations.
- Linda Vallejo is an artist that consolidates multiple, international influences to create images that investigate humanity's relationship with nature, and conversely the destruction of natural resources through pollution and waste.
- Shari Elf has playfully been recycling "art from trash" for decades, complete ingredients as well as who gave them to her or where they were found, noted on the backside of each. Her work has been published in several folkart books.
- Deborah Lindquist Deborah's eco-conscious clothing line combines environmental responsibility with a cutting-edge aesthetic. She create exquisite apparel out of a mix of reincarnated and new earth-friendly fabrics.
- Yoko Ono donated a "Wish Tree" on which everyone can write a wish for world peace and join the international movement.
- Russell Berns will show his film Eco Sutra which is filled with useful science hints and easy home adaptations.

The Topanga Mountains provide the perfect backdrop for Earth Day. For ten years Topanga has hosted Earth Day celebrations... There will be a free Bio Diesel Shuttle, workshops, yoga, body work, healing arts, a children's area, live musical performances and more.

For more information see [www.OilisHistory.com](http://www.OilisHistory.com) or [www.topangaearthday.org](http://www.topangaearthday.org).



Date: July 13, 2005

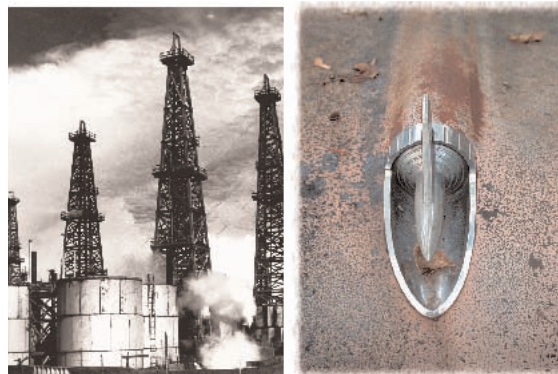
Contact: Kara 310-204-0452 kara@lamarler.com  
Louise 310-449-4477 louise@lamarler.com

**FOR IMMEDIATE RELEASE**

**ENERGY INDEPENDENCE NOW'S 1ST ANNUAL ART FOR ACTIVISM EXHIBITION**

“Oil is History” fine photography exhibit features Horace Bristol and Louise (L. A.) Marler...

Bristol Gallery, 714 Bond Avenue, Santa Barbara 93013. Phone 805-660-1311



August 11 - September 10, 2006 by appointment. Opening Reception is Friday, August 11, 6-9.

Though some of these photographs will be donated to local museums, a selection of images will be available for sale with proceeds benefiting Energy Independence Now.

**Louise Marler: Auto Graveyard 1996-2004**

Marler's colorful, contemporary photographs of 1950s junkyard automobiles is an adventure into Americana and tells the bittersweet story of the industrial age decline as the mid-century American prizes return to the earth.

“By sharing these beautiful images and memories in conjunction with information about new energies, I am hoping to help create our new reality of 'Oil is History.' Like the extinct dinosaurs that eventually created oil are interesting creatures of the past, so are these fossil fuel guzzling vehicles. Ironically the climate change caused the extinction of the dinosaurs and now is a primary reason for humans to choose to terminate of this form of transportation or become extinct themselves.” Louise (L. A.) Marler said.

American, down-to-earth and visionary spirit shows in this series, with her extraordinary eye for balance and passion for color. Her imagery transports the viewer to a sentimental place.

Having natural, painterly qualities, some images are incisive while others are abstract, evoking poetic interpretation. With a playful sense of humor, the red iron oxide autos are environmentally titled. Marler composes all images just as they were found. Photographs were shot using natural light and 35mm Canon cameras over almost a decade.

This series is Gicleés (zhee-clay) - archival inkjet prints with Epson Ultrachrome inks and textured, bright white, fine art 310g paper. Each are signed and numbered.

Frames are hand-made with recycled moldings from homes, some dating back to the turn of the



20th century. They are each one-of-a-kind, suitably imperfect fits for the subject matter.

Marler was featured in an article in Micro Publishing News, March 1996, entitled "Santa Monica Printer Blends Ecology and Technology." Her love of the earth and printing have reunited through various incarnations.

**Horace Bristol: Oil 1933-1991**

This exhibition features photographs by acclaimed photojournalist Horace Bristol whose images of migrant farm workers in California's "Dust Bowl" inspired John Steinbeck's "Grapes of Wrath."

His images of oil factories, derricks, and tanks were photographed in 1933 for LIFE magazine as part of a story on a booming transportation industry in California.

This show not only features images from 1930's California, but also a rare glimpse of photographs taken almost 60 years later of rusted and dilapidated refineries in the oil fields of Ventura and Santa Barbara County.

Energy Independence Now (EIN) is dedicated to developing innovative solutions to catalyze rapid transition to clean, renewable energy and transportation economy through policy, advocacy and research. EIN is a 501c3 charitable organization. [www.ein.org](http://www.ein.org)

**Can't make it to Santa Barbara?**

See a preview of "Oil is History" at Ten Women, 2651 Main Street, Santa Monica. July features a window display of her art, fashion forward, camouflage t-shirts and organic cotton with auto prints and captions, as well as the line of greeting cards. Louise is a member of the Gallery Boutique, open 7 days a week. Or visit [www.lamarler.com](http://www.lamarler.com)

**Gone until Fall?**

"Oil is History" will also be showing October 15th in the artist's studio/gallery during the "Pico Artists at Work" open studio, art walk.

For more information and images, please contact Kara at 310-204-0452 or [kara@lamarler.com](mailto:kara@lamarler.com).

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## PETROLOS AURUS REX

Energy Independence Now's *Art for Activism* 2006

**OIL IS HISTORY**<sup>®</sup> Friday, August 11th, 6 - 9pm

East/West Gallery - 714 Bond Avenue, Santa Barbara 93013

Louise Marler: Colorful photographs of mid-century junkyard automobiles is an adventure into Americana and tells the bittersweet story of the industrial age decline as these emblems return to earth. Zooming to near abstraction, she intimately observes the details of the rusting iron remains. Her titles are sharply-focused commentaries, revealing a playful sense of humor and cunning truths. [www.lamarler.com](http://www.lamarler.com)

Horace Bristol: Acclaimed photojournalist Horace Bristol's images of oil factories, derricks and tanks were photographed in 1933 for LIFE magazine's story on the booming transportation industry in California. Also showing photos taken 60 years later of local delapidated refineries.

Energy Independence Now is dedicated to developing solutions to catalyze rapid transition to clean, renewable energy and transportation economy through policy, advocacy and research.

Exhibit runs through September 10 by appointment. 805.660.1311 or 310.44.94477.

**Date:** November 1, 2006

**FOR IMMEDIATE RELEASE**

**Contact:** Louise 310-449-4477 [lamarler@verizon.net](mailto:lamarler@verizon.net)

**Exhibit:** **OIL IS HISTORY™**

**Artists:** Horace Bristol  
Louise Marler

**Opening:** Sunday, November 12th  
5:30 - 9 pm



**Venue:** Frank Pictures - A5 Bergamot Station, 2525 Michigan Avenue, Santa Monica, CA 90404 310-828-0211

Event is to benefit Energy Independence Now. (EIN) is dedicated to developing innovative, solutions to catalyze rapid transition to clean, renewable energy and transportation economy through policy, advocacy and research.

This photographic exhibit, "Oil is History" features the work of two artists who, in different ways, use their images to focus on today's environmental, political and social state of emergency and compel viewers to use alternative energy and transportation.

### **Horace Bristol**

Acclaimed photojournalist Horace Bristol's images of migrant farm workers in California's "Dust Bowl" inspired John Steinbeck's "Grapes of Wrath." His images of oil factories, derricks, and tanks were photographed in 1933 for LIFE magazine as part of a story on a booming transportation industry in California. This show also includes a rare glimpse of photographs taken almost 60 years later of rusted and dilapidated refineries in the oil fields of Ventura and Santa Barbara Counties.

### **Louise Marler**

"Marler's subtle tonal range of color prints gorgeously captures the essence of what were once bastions of progress and fashion. The images are beautifully seen and executed," wrote the Santa Barbara Independent. Cars that were revered are now marooned beasts returning to the earth. Recycled wood frames enhance the contemporary statement. Titles reveal a sense of humor and cunning truths. Marler's extraordinary eye, visionary spirit and passion for the environment inspired this collaboration.

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For more information, contact:  
Ann K. Hayes (573) 651-2552  
ahayes@semo.edu

FOR IMMEDIATE RELEASE  
OIL IS HISTORY RECEPTION PLANNED FOR EARLY DECEMBER

CAPE GIRARDEAU, MO., Nov. 10, 2008 - Louise Anne (L.A.) Marler's "Oil is History" artwork has been on display in Kent Library on the campus of Southeast Missouri State University during the 2008 fall semester. A closing reception to celebrate "Oil is History" will be held in Kent Library on Thursday, Dec. 4. Marler will deliver brief comments at 4 p.m.

"The 'Oil is History' collection of work invokes sentimental memories as well as inspiration for people to use alternative fuels. These photos tell the bittersweet story of the industrial age decline as the mid-century American prizes return to the earth," Marler said.

Zooming to near abstraction, she intimately observes the details of the resting heaps of iron. Her titles are sharply-focused commentaries, illustrating a playful sense of humor and cunning truths. The "Oil is History" collection was captured as it was found, using natural light, 35 mm and digital Canon cameras.

Marler uses these emotional photos as a bridge at a critical point in time, considering the past and taking the lesson forward. Our lifestyles and environmentally friendly choices are intertwined. Marler hopes to affect individual's choices and reduce their carbon imprint, stop global warming and ultimately stop wars.

"By sharing these beautiful images and memories in conjunction with information about new energies, I am hoping to help create our new reality of 'Oil is History.' Like the extinct dinosaurs that eventually created oil are interesting creatures of the past, so are these fossil fuel guzzling vehicles. Ironically the climate change caused the extinction of the dinosaurs and now is a primary reason for humans to choose to terminate this form of transportation or become extinct themselves," said Marler.

A native of Ste. Genevieve, Mo., and a graduate from Southeast Missouri State University, she continued her education at Santa Monica College, Scripps College, Self Help Graphics, Freestyle Photographic and her own independent studies. Now with 15 years experience, Marler's art has been seen in numerous movies and television shows, such as Two and A Half Men, CSI Miami, ER, Six Feet Under, Bernie Mac, Reba, etc. Marler has become a nationally recognized, local artist and photographer whose work is produced as Gicleé fine arts prints, as well as fashion and stationary lines.

"My inspiration is passion for communicating. Usually it comes from wanting to celebrate a place or comment about something. Favorite subjects are nature, vintage Americana, machines and my toolbox which is infinite," says Marler.

For more information visit her website at [www.lamarler.com](http://www.lamarler.com).





c'est la vie!

## OIL IS HISTORY® BY L. a. marler

Artist's Reception Friday, May 2nd, 5 - 9pm

Lorimier Gallery - 32 N. Main Street, Cape Girardeau, MO 63701

"Marler's subtle tonal range of color prints gorgeously captures the essence of what were once bastions of progress & fashion. The images are beautifully seen and executed," wrote Santa Barbara Independent.

See these familiar steel objects in a new and stirring light. The show is regional photographs of the former auto graveyard, taken in Ste. Genevieve by Louise Marler. She is a Los Angeles based artist and Cape State alumni.

Being environmentally conscious contributes to the intrigue of capturing compositions as they are found. There is a meeting of classical beauty and social commentary in her work. Images and titles reveal a playful sense of humor and cunning truths.

For more information about this and other collections of the artist's work, please go to [www.lamarler.com](http://www.lamarler.com).



# OIL IS HISTORY



NATURE AND INDUSTRY BLEND  
A150



OIL IS HISTORY  
A138



NATURE AND INDUSTRY ALIGN  
A112



RUSH HOUR PARK  
A117



c'est La vie  
A103



R. I. P. - RUST IN PEACE  
A107



STOP BURNING FOSSIL FUELS  
A141



DRIVE THROUGH  
A106



PETROSAURUS REX  
A115

"Oil is History" is a trademark of Louise Anne Marler's, which includes all these images and captions, plus more!

Use of any, in whole or part is against the law. Permission must be granted in writing only.

## ABOUT "OIL IS HISTORY" BY LOUISE MARLER

L. A. (Louise Anne) Marler's objective is to use the "Oil is History" collection of work as sentimental memories as well as inspiration for people to use alternative fuels. These photos tell the bitter-sweet story of the industrial age decline as the mid-century American prizes return to the earth.

All American, down-to-earth, yet visionary spirit shows in this series, with her consistent extraordinary eye for balance and passion for color. Zooming to almost abstraction, she intimately observes the details of the resting heaps of iron. Her imagery transports the viewer to a quiet, sentimental place and time.

These photographs have a natural, painterly qualities. Some are incisive and others are abstract, evoking poetic interpretation. With a playful sense of humor, the red iron oxide autos are paired with environmentally inspired titles.

Marler composes all images of these series just as they were found. Photographs were shot using natural light and 35mm Canon cameras over almost a decade. Sometimes, she revisited the same autos and explored new perspectives of the same subjects....

All prints in this series are Gicleés (zhee-clay) which are professional inkjet prints with Epson Ultrachrome inks and textured, bright white, fine art 310g paper. When kept out of direct light and high humidity have a life expectancy of at least 75 years, equal to, possibly greater than, that of traditional edition prints.

Textured bright white, fine art paper with Epson ultrachrome inks are used to create natural, and enhanced color, large format, small editions of 5 per image. Each are signed and numbered. Frames are hand-made from recycled moldings from homes, some dating back to the turn of the 20th century. They are each one-of-a-kind pieces of artwork, suitably imperfect fits for the prints.

The Auto Graveyard (as the locals called it) was always a mystery in Ste. Genevieve... Braving snakes, mosquitoes, Grandmother's warning and ghosts, she coated on the insect repellent, thick jeans, socks and shirt (despite the heat and balmy humidity) and entered forbidden territory. Not only was it private property, but the low lands near the mid-point of the mighty Mississippi.

Surprisingly, inquires about the vast possible locations, all photos are from the same junkyard, the Willie Hoffman residence in Ste. Genevieve, Missouri. It is near the Mississippi River which had major floods in 1977 and 1993. At those times the cars were complete underwater and explains the half submerged in earth one as well as the trees and plants growing out of others.

"Willie Hoffman returned from World War II and took a job a mechanic with the Chevrolet dealership." It was then he began bringing wrecked ones home, to his 1809 Federal I house. The post World War II gas-guzzlers of the confident post-war era encircle the architectural survivor of the Jeffersonian period." - excerpt from the Ste. Genevieve Herald, July 3, 2002.

The yard was completely cleared in 2004 to start restoration of the state's historical landmark.

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S A N T A M O N I C A  
C A L I F O R N I A 9 0 4 0 5  
www.LamarLER.com

## ARTIST BIO -

Louise Anne Marler is a Santa Monica based photographer, environmentalist and curator. Her work has shown in galleries nationally and sold internationally. Also a consultant, L. A. Marler specializes in design and marketing for start-up, small business and independent clients.

L. A. Marler is known for the Oil Is History® grassroots campaign she created from her junkyard cars photo series. The photographs are paired with other artists' work and alternative fuel autos to educate the public on new energy transportation.

Mostly medium format, with master digital printmaking skills, select archival papers and Epson archival inks, her gicleé prints are vibrantly colorful with super fine detail. Digital printing is the cleanest of print processes.

“Marler’s subtle tonal range of color prints gorgeously captures the essence... Her images are beautifully seen and executed,” wrote the *Santa Barbara Independent*, August 2006.

L. A. Marler’s world communicates a deep tension between old and young; dirty and clean; rough and delicate. She distills beauty in the otherwise mundane—causing her viewers to reexamine the familiar. Hemp and organic cotton fashion t-shirts, as well as tree-free and recycled greeting card lines are hand made in her Santa Monica Airport Studio.

Movies and television shows including *Two and a Half Men*, *Criminal Minds*, *ER*, *CSI Miami*, *Six Feet Under*, *Bernie Mac*, *Reba*, *Curb Your Enthusiasm* and others have shown Marler's work.

Marler’s long-term commitment to the environment was demonstrated by founding the first environmentally-friendly printing company. "Santa Monica Printer Blends Ecology with Technology," was the headline by *MicroPublishing News*, March, 1995.

A list of exhibits is available on her website [www.lamarler.com](http://www.lamarler.com)