

**L'Ermitage Beverly Hills Invites the Public to
Revisit the Era of "Rock 'N' Roll Billboards of the Sunset Strip"
Photographer and Author Robert Landau
Lecture and Book Signing Event**

Who:

Meet Robert Landau, photographer and author of "Rock 'N' Roll Billboards of the Sunset Strip"

What:

Landau will share his historic "signs of the times" photographs of rock 'n' roll billboards of the Sunset Strip in a special slide lecture presentation. Taken from 1967 to 1982, Landau's images capture the era of a time when rock was the most important music ever recorded. This is the only extensive collection, like a time tunnel of photographs, that document these iconic billboards. There is no charge to attend the reception, lecture presentation and book signing. Following the event, attendees are invited to continue their conversation in Livello restaurant. Dinner will be offered at a 15% discount. Advance reservations are encouraged as seating is limited.

Where:

L'Ermitage Beverly Hills
Garden Suite
9291 Burton Way
Beverly Hills, CA
310-278-3344

When:

Wednesday, June 19, 2013
6:00 pm Artist Reception
6:30 pm Lecture Presentation and Book Signing
7:30 Dinner in Livello (15% discount for event attendees)

Why:

Rock 'n' roll billboards dominated a 1.7 mile strip of Sunset Boulevard for several decades, from the Doors to the Rolling Stones. Today fashion and tv show ads have replaced those hand-painted one-of-a-kind works of commercial art. Landau began taking these photos when he was 16. This special evening presents an opportunity to step back in time to see what Landau describes as the "missing art form", a compelling mix of beauty, transience and plays on human psychology. Billboard art that chronicles rock forever.

Interview Opportunities:

Robert Landau - photographer/author

Angel City Press - publisher of Landau's book

Alicia Dill - Director of Sales and Marketing, L'Ermitage Beverly Hills

For more information telephone L'Ermitage Beverly Hills, telephone 310-278-3344 or visit www.lermitagebh.com.

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About L'Ermitage Beverly Hills

L'Ermitage Beverly Hills is one of LA's finest luxury hotels, embodying the spirit of a sophisticated private club and a gracious urban residence. Serenely situated on a tree-lined residential street, the hotel is a short stroll from the bustle of Rodeo Drive. Impeccable service combined with acclaimed dining and lounges, a rooftop pool retreat, an intimate spa, and spacious guest rooms featuring French doors to step-out balconies, complete this exceptional experience for which guests return often.

About Viceroy Hotel Group

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo, with forthcoming openings in Istanbul and Bodrum, Turkey. For information on Viceroy Hotel Group, visit www.viceroyhotelgroup.com

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