CHEECH & CHONG: STILL ROLLIN’—CELEBRATING 40 YEARS OF UP IN SMOKE

PRESS KIT
EXHIBIT ON DISPLAY APRIL 20, 2018 THROUGH SPRING 2019
TABLE OF CONTENTS

Page 3: Exhibit Overview
Page 4–5: Artifact Highlights
Page 6: Quotes
Page 7: Fun Facts
Page 9–10: Bios
Page 11: Photos and Graphics
CHEECH & CHONG: STILL ROLLIN'—CELEBRATING 40 YEARS OF UP IN SMOKE

EXHIBIT OVERVIEW

Cheech & Chong: Still Rollin'—Celebrating 40 Years Of Up In Smoke is a new exhibit presented in conjunction with the 40th anniversary of Cheech & Chong's comedy classic *Up In Smoke*. The exhibit chronicles the success of Cheech & Chong—the quintessential comedy duo of the hippie generation and leading voices for the counterculture movement—and the making of one of the best "stoner films" of all time. The exhibit will introduce Cheech & Chong’s revolutionary approach to the standard comedy routine, being the first comedians to openly discuss the use of marijuana onstage and in film.

The exhibit features four cases of some never-before-displayed items, including the original marked-up script from *Up In Smoke* and the master tape for the album, comedy sketches, and an assortment of limited-edition 40th anniversary smoking devices. Many of the artifacts come from the personal archive of GRAMMY®-winning producer and director Lou Adler, who uncovered the duo in 1972 and produced and directed many of their albums and films.

VISITOR INFO

WHEN:        April 20, 2018—Spring 2019
WHERE:       GRAMMY Museum L.A. LIVE, 3rd Floor Gallery
             800 W. Olympic Blvd.
             Los Angeles, CA 90015

TICKETS:     $12.95 for adults
             Children 5 and under free
             Members always free

HOURS:       10:30 a.m.—6:30 p.m. Monday through Friday
             10 a.m.—6:30 p.m. weekends

CONTACT

Crystal Larsen
Communications Manager
213.763.2133
c Larsen@grammymuseum.org
CHEECH & CHONG: STILL ROLLIN'—CELEBRATING 40 YEARS OF UP IN SMOKE

ARTIFACT HIGHLIGHTS

Except for Cheech Marin's "Blazing Chicano Guitars" collection, all items come from the personal archive of GRAMMY-winning producer/director Lou Adler, who uncovered the duo and produced and directed many of their albums and films.

Many of the items in this exhibit have never been displayed. Below is a selection of items that will be featured in the exhibit.

*Up In Smoke script:* The original marked-up script for Cheech & Chong's first feature-length film, *Up In Smoke.* The film originally had the working title of *The Adventures Of Pedro & Man.*

*Up In Smoke album master tape:* Released in 1979, the soundtrack for the duo's hit comedy featured music and audio excerpts from the film. The only track not performed by the duo is "Low Rider" by War. The master tape for the album includes written notes from the engineer and labels of tracks used.

*Up In Smoke shooting schedule and production notes:* Released in 1978, *Up In Smoke* was primarily shot in Los Angeles, with some scenes having been set in Tijuana and at the Mexican border in Yuma, Arizona. Directed by Lou Adler in his directorial debut, *Up In Smoke* is credited with establishing the "stoner comedy" genre. These items include original shooting schedules and production notes from the making of the film.

*Telegram from Lou Adler:* After Adler began managing Cheech & Chong, he showcased his own sense of humor when he sent telegrams to both Cheech Marin and Tommy Chong prior to a live performance in New York in September of 1971.

*Original press kits:* Original press kit from Cheech & Chong's 1976 album *Sleeping Beauty,* which was nominated for a GRAMMY for Best Comedy Album.

*Rare photographs:* A selection of rare and personal photographs of Cheech & Chong over the years.

*GRAMMY nomination letter:* Letter from the Recording Academy™ notifying Cheech & Chong of their Best Comedy Album nomination for *Sleeping Beauty* in 1976.

*Stage diagrams:* Drawings depicting Cheech & Chong's stage setup for their performances on theater stages. The diagram includes instructions for lighting, curtain control, and microphone placement.
CHEECH MARIN'S "BLAZING CHICANO GUITARS" COLLECTION

Marin established the "Blazing Chicano Guitars" series to highlight the union of visual art and music in the spirit of the Chicano lifestyle. The exhibit will feature three of 11 guitars and one ukulele that were embellished by artists in Marin's renowned Chicano art collection. Below are the guitars Marin personally selected to be on display.

**Chaz Bojorquez "Lester William Polsfuss":** Bojorques is one of the oldest living Mexican-American graffiti artists, and is noted as the "godfather of cholo writing." Bojorques used black and gold acrylic paint to adorn his Gibson Les Paul guitar with his signature stylized font—a fusion of calligraphy and traditional Old English typeface.

**Jaime 'GERMS' Zacarias "Germtar":** Zacarias, also known as GERMS, is a South Los Angeles native whose artwork references surrealism and Chicano culture while playing with humor and the grotesque. GERMS is known for his paintings of stylized Luchador masks with many tentacles, surrounded by amoebas.

**John Valadez "Sombrero Hormigas":** Valadez, born and raised in Los Angeles, is a realist painter and muralist whose work often focuses on giving visibility to a Mexican-American Los Angeles. To complete his design, Valadez used acrylic paint on a Gibson Les Paul studio electric guitar.
CHEECH & CHONG: STILL ROLLIN'—CELEBRATING 40 YEARS OF UP IN SMOKE

QUOTES

"It's a wonderful feeling to have been lucky enough to make Up In Smoke, and a thrill to look back on all our records and movies and see how they have stood the test of time." — Cheech Marin

"Thank you for the big check and the big limo you're going to send me for the event. Don’t worry about the suit, I'll get my own!" — Tommy Chong

"Up In Smoke turned out to be a cultural breakthrough. It began a new genre of films, it gave voice to a topic and characters seldom seen in movies. But what made it all work was that Tommy and Cheech were really…really funny." — Lou Adler
FUN FACTS

Below are a few fun facts about Cheech & Chong compiled by GRAMMY Museum Curator, Nwaka Onwusa.

- Before meeting Cheech Marin, Tommy Chong was in a series of bands, and even wrote a song for Diana Ross: "Does Your Mama Know About Me."
- Before Cheech & Chong, Marin was a small-time journalist for Poppin magazine.
- The inspiration for Chong’s improvisational comedy troupe, later joined by Marin, was Chicago’s famous Second City, which Chong saw while on tour as a musician with Bobby Taylor & The Vancouvers in the mid-1960s.
- Cheech & Chong served as the opening act for a variety of music’s biggest stars, including the Allman Brothers Band, Alice Cooper, B.B. King, the Rolling Stones, Santana, T-Bone Walker, and Bill Withers, among others.
- Cheech & Chong’s iconic “Dave’s Not Here” sketch was written on the spot in the studio during their first recording session after a stage bit was not working out well.
- Up In Smoke was originally going to be a “greatest hits film,” à la Monty Python’s And Now For Something Completely Different, but that idea was scratched in favor of an original plot.
- One of Cheech & Chong’s most frequent gigs before hitting it big was at Doug Weston’s Troubadour in West Hollywood, which was the epicenter of Los Angeles’ singer/songwriter boom at the time. Lou Adler uncovered the duo during a hootenanny night at the Troubadour in 1972.
- Cheech & Chong’s album Big Bambú originally came with a comically-sized rolling paper to accompany the album.
- “Born In East L.A.,” a parody of Bruce Springsteen’s “Born In The U.S.A.,” was included on the album Get Out Of My Room and received heavy rotation on MTV. Marin subsequently wrote and directed a 53-minute mockumentary out of the album in the style of This Is Spinal Tap.
BIOS

CHEECH & CHONG
Cheech & Chong are among the preeminent comedy duos of all time. Comprising Richard "Cheech" Marin and Tommy Chong, the duo began performing together in the late '60s at a comedy club that Chong owned in Vancouver, British Columbia. After attempting to form a band, the duo took the comedy route, honing an act that simultaneously championed and lampooned the stoner community that became the duo's most dedicated fan base.

Cheech & Chong were uncovered by Adler in 1972 when they were performing in a talent hootenanny at Los Angeles' Troubadour. This led to the production of five Adler-produced platinum albums, including their GRAMMY-nominated self-titled album (1971), and the GRAMMY-nominated albums Big Bambú (1972), Cheech & Chong's Wedding Album (1974), and Sleeping Beauty (1976), as well as the GRAMMY-winning Los Cochinos (1973). The duo also earned a GRAMMY nomination for the single "Born In East L.A." Adler also produced the hit singles "Basketball Jones" and "Earache My Eye." To describe these recordings, Adler coined the phrase "hard rock comedy."

Cheech & Chong subsequently gained fame on the big screen, beginning with 1978's Up In Smoke, which earned more than $100 million at the box office and is currently celebrating its 40th anniversary in 2018. After the duo parted ways in the late '80s, Marin became an actor, best known for his role as Joe Dominguez on the TV police drama "Nash Bridges" starring Don Johnson. Prior to his role on "That '70s Show" as the marijuana-smoking owner of a Foto Hut, Chong appeared as a guest star on "Nash Bridges" in 1997, marking the duo's first public appearance together in years. They reconnected in 2008 for their Light Up America tour.

RICHARD "CHEECH" MARIN
Richard "Cheech" Marin has become perhaps one of the most well-known and respected Chicano achievers in the world of entertainment. As an actor, director, writer, musician, art collector, and humanitarian, Marin is a man who has proven that he has the intellect and wit to make a simple smile appear in any situation. At the side of his partner Tommy Chong, he enjoyed immense off-color comedic success in the 1970s before moving into a diverse range of roles, having appeared in more than 20 films, including Spy Kids, Tin Cup, and Once Upon A Time In Mexico. His television credits include co-starring with Don Johnson in the popular CBS drama "Nash Bridges," a recurring role on the hit series "Lost," and a guest appearance on "Grey's Anatomy." He also starred in The Perfect Game (Lionsgate Entertainment); Beverly Hills Chihuahua and Race to Witch Mountain (Walt Disney Pictures); and the Hallmark Channel original Expecting A Miracle. Marin has also become a well-known collector of Chicano art, and is thought to own one of the more prevalent private collections. Much of it formed the core of his traveling exhibition Chicano Visions: American Painters on the Verge, which broke attendance records during its groundbreaking 15-city tour across major art museums in the United States from 2001–2007. A third-generation Mexican American, Marin has received numerous awards for his work on behalf of Latinos, including the 2000 Creative Achievement Award from the Imagen Foundation and the 1999 ALMA Community Service Award from the National Council of La Raza and Kraft Foods. In 2007, he received an honorary Doctorate of Fine Arts from Otis College of Art and Design in Los Angeles for his contributions to the creative arts. He also received the inaugural Legacy Award for Arts Advocacy from the Smithsonian Latino Center. He serves on the boards of the Smithsonian Latino Center and the Hispanic Scholarship Fund.
CHEECH & CHONG: STILL ROLLIN’—CELEBRATING 40 YEARS OF UP IN SMOKE

TOMMY CHONG

Born in Edmonton, Alberta, Canada, Tommy Chong began his entertainment career as a musician in a Canadian-based rhythm and blues band. Eventually, he landed a gig with Bobby Taylor & the Vancouvers and co-wrote the band's 1960s hit, "Does Your Mama Know About Me." From there, Chong eventually turned toward life as an actor. The first step was forming City Works, an improvisational group where he consequently met his future comedic partner, Richard "Cheech" Marin. Throughout the 1970s Cheech & Chong earned a massive following until, eventually, the duo had run their lengthy and prosperous course and they both embarked on solo careers. Chong has appeared in several films, including 1990's Far Out, Man! and National Lampoon's Senior Trip (1995). Chong has also starred, most notably, as Leo on Fox's "That '70s Show," and has guest starred on ABC's "Dharma & Greg" and "The George Lopez Show." In 2008 Chong released his book entitled Cheech and Chong: The Unauthorized Autobiography about the exploits of the infamous duo's smoke-filled world. The book served as a follow-up to his New York Times 2006 bestseller The I Chong: Meditations from the Joint, which chronicles Chong's arrest for shipping bongs across the country and the humorous encounters of his nine-month prison stint. Also in 2006, the award-winning documentary A/K/A Tommy Chong was released recounting the journey Chong took after a fully armed SWAT team raided his home in February of 2003. Chong was sentenced to nine months in federal prison for conspiracy to manufacture and distribute drug paraphernalia through "Chong Glass," a family business specializing in handmade glass water pipes, or "bongs."

LOU ADLER

A lifelong Angelino, Lou Adler has been at the forefront of launching such national and international trends related to rock-oriented genres; boutique record labels; live recordings; singer/songwriter, surf and protest music; festivals; charities; films; and comedy, theater and live music venues. He forever altered pop culture and music in 1967 with the Monterey International Pop Festival, the first seminal rock festival. It not only helped bring prominence to Jimi Hendrix, The Who, Janis Joplin, and Otis Redding, but popularized a whole new generation of rock performers, kicked off the Summer of Love, and served as the coming out party for the baby boomer generation. Adler has been honored by the Mayor and City Council of Los Angeles for bringing recognition to the City of Angels. By popularizing California pop culture, he did as much as anyone to entice the music industry to shift its base in the 1960s from New York to Los Angeles. He received a star on the Hollywood Walk of Fame in 2006. A two-time GRAMMY winner, he has produced 18 gold and platinum albums and 33 Top 10 singles, and has co-written three Top 10 songs: Jan and Dean's "Honolulu Lulu," Johnny Rivers' "Poor Side of Town," and Sam Cooke's "Wonderful World."

He has produced for both the stage and motion pictures. Stage productions include The Rocky Horror Show, Zoot Suit, and Bouncers. His film credits as producer include Monterey Pop, Brewster McCloud, and The Rocky Horror Picture Show. In addition, he directed and produced Up In Smoke and Ladies and Gentlemen, The Fabulous Stains. He has also helped define the new Hollywood with the ongoing success of world-famous Sunset Strip landmarks: The Roxy, the Whisky A Go Go, and the Rainbow Bar and Grill. A believer in giving back to the community, Adler has produced all-star celebrity events benefiting children with chronic or life threatening illnesses, raising more than $5 million for the Painted Turtle Camp (which he co-founded with his wife, Page) and Paul Newman's Hole in the Wall Gang Camp.

Adler grew up in the rough, melting-pot section of Los Angeles called Boyle Heights. He attended Sheridan Street Grammar School, Hollenbeck Junior High and Roosevelt High School, in East L.A.; at the latter, he was a prize-winning essayist and a student sports writer for the Los Angeles Herald-Examiner. He dropped out of high-school to join the Navy, where he earned the equivalent of a high school diploma. He attended Los Angeles City College and studied journalism and played basketball.
In 1967 he launched his Ode label, with the release of Scott McKenzie's hit "San Francisco (Wear Some Flowers In Your Hair)," co-produced with John Phillips. He followed that with Spirit's Top 10 "I Got A Line On You." He then moved his Ode label to A&M Records (which was co-owned by Herb Alpert) in 1970. Adler's work with Carole King was one of the most fruitful of his career. At the time of its 1971 release, *Tapestry* became the biggest-selling album in music history by a female vocalist (to date it has sold more than 25 million copies worldwide). All in all, he produced six gold and platinum albums for King: *Tapestry, Music, Rhymes & Reasons, Fantasy, Wrap Around Joy,* and *Thoroughbred.*

In 1972, Adler entered the comedy world when he was introduced to Cheech Marin and Tommy Chong when they were performing in a talent hootenanny night at L.A. 's Troubadour. This led to the production of five platinum Ode albums by Cheech & Chong during the '70s: *Cheech & Chong, Big Bambú,* the GRAMMY-winning *Los Cochinos, Wedding Album,* and *Sleeping Beauty,* plus two hit singles "Basketball Jones" and "Earache My Eye." Adler coined the phrase "hard rock comedy" to describe these recordings.

In May 2017 Adler partnered with the GRAMMY Museum to curate the exhibit, Monterey International Pop Festival: Music, Love, and Flowers, 1967. The exhibit explored how music became the counterculture's most significant cultural expression in 1967, and the three days in mid-June when thousands of youth flocked to the Bay Area for the Monterey Pop Festival.
CHEECH & CHONG: STILL ROLLIN'—CELEBRATING 40 YEARS OF UP IN SMOKE

PHOTOS & GRAPHICS

Download high resolution versions here

Cheech & Chong official press image
Photo credit: Paul Mobley