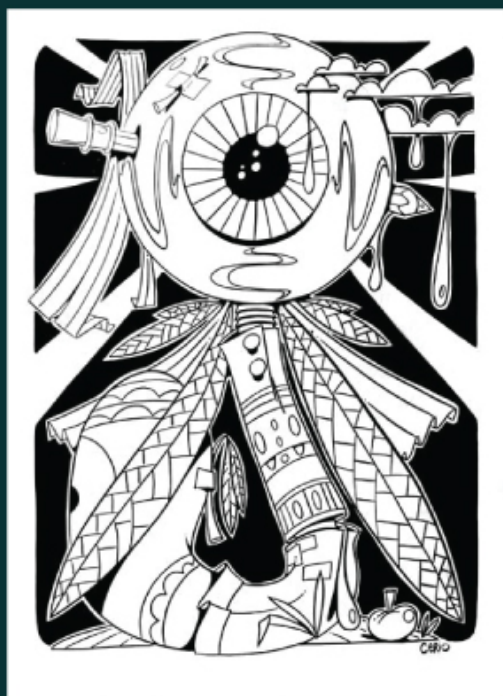


# Steven Cerio

## Interview



by Michael Erlewine

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## INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

Michael@Erlewine.net

Here are some other links to more books, articles, and videos on these topics:

Main Browsing Site:

<http://SpiritGrooves.net/>

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## **Steven Cerio**

Interviewed by Michael Erlewine

Given Name: Steven Vincent Cerio

Birth Date: Sep 8, 1965

Time of Birth: 9am (and I laughed at everyone on their way to work!)

Birth Place: Syracuse NY

Email: [cerio@happyhomeland.com](mailto:cerio@happyhomeland.com)

Web Site: [happyhomeland.com](http://happyhomeland.com)

[ClassicPosters.com](http://ClassicPosters.com) Interview with Steven Cerio

**MICHAEL ERLEWINE:** When and how did you get interested in art?

**Steven Cerio:** My first contacts with art were the illustrations in the 1975 unabridged edition of the Random House Dictionary, and the store-bought mural on the

shower wall that I stared at when I took baths. What peaked my interest in posters wasn't a rock poster, it was hand-drawn supermarket-window posters for the "Super Duper" in Liverpool, New York, where I grew up. When my dad told me they were made by hand, I was blown away. My love for type had begun as well.

By the time I arrived in New York City and the venerable {Jacaerber Kastor} hired me at the now legendary {Psychedelic Solution}, my interest in posters had more than peaked. I had been in NYC for only 3 days, and I found myself around icons like {Rick Griffin}, {Robert Williams}, {Robert Crumb}, {Victor Moscoso}, {Randy Tuten} and {S. Clay Wilson}, to name only a few.

MICHAEL ERLEWINE: What kind of art influenced you?

Steven Serio: {Dr. Seuss} and cereal boxes, primarily. {Alexander Calder}, {Stuart Davis} and {Philip Guston} have been influences. {Rory Hayes}, {Mark Beyer} and {Gary Panter} as well.

MICHAEL ERLEWINE: What concert-posters artists influenced you?

Steven Serio: {Lee Conklin}'s {Santana} cover really rearranged my molecules. It led me to surrealism before I was 10. I still follow surrealist ethics (not {Magritte}-esque irony). I love all of Lee's work as well as {Rick Griffin} and {David Singer}'s.

MICHAEL ERLEWINE: What was your first concert-music poster?

Steven Serio: It was for {Codeine}, {Flyashtray} and {Galaxy 500} at {Coney Island} (August, 1989). After that I did flyers for {Monster Magnet} and {White Zombie} before their bigger record deals.

MICHAEL ERLEWINE: What are the main venues you have done posters for?

Steven Serio: The {Fillmore} and {Cleveland Flats}. Many of my posters were done at request of the group or manager.

MICHAEL ERLEWINE: What are the main bands you have done posters for?

Steven Serio: My poster work for The {Residents} is always a big thrill for me. I've also done film and animation with them. They are always years ahead. It's always a challenge and a joy working for them, since they use no boundaries.

MICHAEL ERLEWINE: Please describe the media and size/formats you have most used?

Steven Serio: My originals have always been brushed ink on acid free printing paper. I then either scan the line into my PC or copy it to acetate. The acetates are painted on the backside with cel-vinyl paint while the scanned images are opened into Photoshop. If the job needs to be prepared for screen printing, I do the seps by hand on occasion, but have recently begun separating the color layers in Photoshop. With the use of a Wacom tablet, I've been able to keep a warmer, more hand made appearance.

MICHAEL ERLEWINE: What other poster artists have you collaborated with?

Steven Serio: None really. Closest I've come was working closely with {Mark Dancey} on the promo and gallery dressing for a two-man show we did at {C-POP} in Detroit called "Iconosphere."

MICHAEL ERLEWINE: Who are your favorite current poster artists?\

Steven Serio: {Mark Dancey} and {David Fremont}. There are countless people who should be doing posters like {Calef Brown}, {Michael Kupperman}, {Mark Beyer}, {Gary Panter} and {Mike Diana}.

MICHAEL ERLEWINE: What are your favorite bands? {Captain Beefheart} and the {Magic Band}, The {Residents}, {John Coltrane}, {King Crimson} , {Cecil Taylor}, {Brian Eno}, {Dragibus}, {Frank Zappa}, {Syd Barrett}, {Harry Partch}, etc., etc. (my bands {Lettuce Little} and {Small Girl Boils Water} aren't bad either!!!)

MICHAEL ERLEWINE: Please list any poster shows of your work:

Steven Serio: My poster art is always shown with my gallery work.( A list of my shows will arrive with my CDR in the mail)