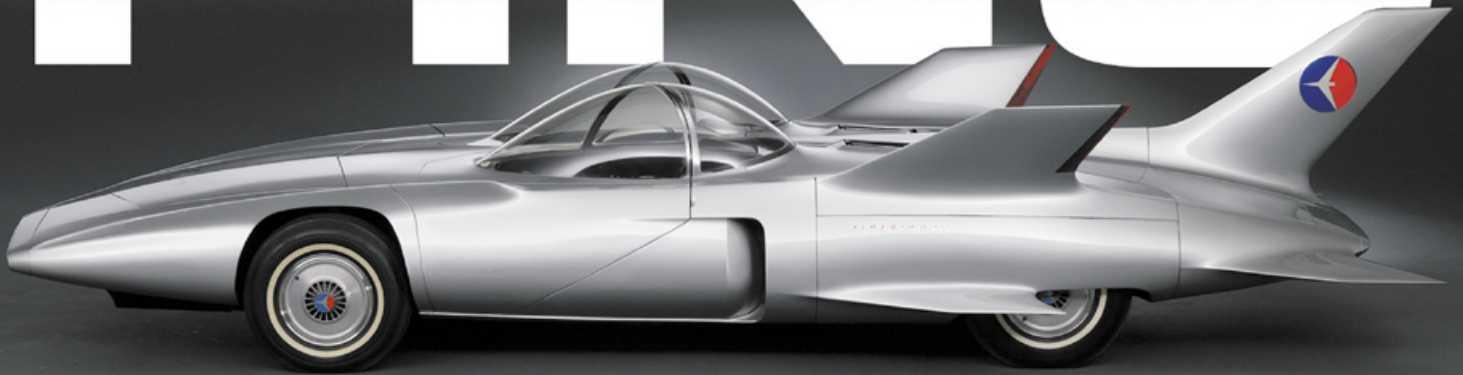


TUCSON MODERNISM WEEK PRESENTS • SAT, OCT 3, 2015

ULTIMATE FINNS



“DESIGNING GM's 1958
FIREBIRD III
MOTORAMA DREAMCAR”

Join us for this once-in-a-lifetime **REUNION** and Seminar featuring a live discussion & photos with original GM Firebird III designers!



Norm James



Jim Ewen

SAT, OCT 3
4:00pm - 5:30pm

SEMINAR 

ULTIMATE FINNS: “Designing the 1958 GM Firebird III MOTORAMA DreamCar.” We’re re-uniting original designers Norm James and Jim Ewen for the first time in over fifty years during this delightful, entertaining seminar!

SAT, OCT 3
9:00am - 5:30pm

ARTWORK 

“The Original Automotive Artwork & Illustrations of Jim Ewen.” See actual concept renderings of unique automotive & future transportation concepts on display from Jim’s 30-year career at General Motors (1957-’87).

SAT, OCT 3
10:00am - 4:00pm

CAR SHOW 

ULTIMATE FINNS: “A Vintage Car Show.” See beautiful examples of privately-owned vehicles outside MOCA and on the Plaza (across from TCC) celebrating the “Jet Age” (1942 thru mid ‘70s) with fins, wings and spoilers! Its not too late to enter your car. Look for all entry details at www.TucsonMotorama.com. Restrictions apply; act quickly!

BUY TICKETS IN ADVANCE AT TUCSONMOD.COM

ALL EVENTS HELD IN DOWNTOWN TUCSON AT THE **MUSEUM OF CONTEMPORARY ART (MOCA)** • 265 S. CHURCH AVE, TUCSON, AZ 85701



TUCSON MODERNISM WEEK 2015 PRESENTS A ONCE-IN-A-LIFETIME REUNION & SEMINAR



TICKETS NOW AVAILABLE ONLINE or ON-SITE

ULTIMATE FINS

“Designing GM’s 1958 FIREBIRD III MOTORAMA DreamCar”

It has been called one of the most important pieces of American automotive design of the twentieth century. Its technology was bold and cutting edge, and it remains the undisputed epitome of finned-era design.

In reality, it was Harley Earl’s final, ultimate tribute to the mid-century car show extravaganzas known as MOTORAMA. Featuring no less than nine fins (the rear dorsal fin being nearly *five feet high!*), the Firebird III was a turbine-powered technological *tour-de-force* meant to excite the crowds during its unveiling in New York’s prestigious Waldorf Astoria ballroom in October of 1958. Two weeks later in Boston, it provided the same “wow factor” while helping introduce the entire 1959 GM lineup of new cars during what became the last-ever American MOTORAMA event.

Then, just as quickly as these MOTORAMA events came to an end (coinciding with Harley Earl’s official retirement as GM’s VP of Styling), fins were suddenly no longer *en vogue*. Was the Jet Age suddenly over? Though the Firebird III’s experimental technology (*cruise control, self-guided driving capabilities, auto-leveling suspension, remote starting, and much more*) lives on today, the “Finned Floozy’s” over-the-top styling has never been outdone.

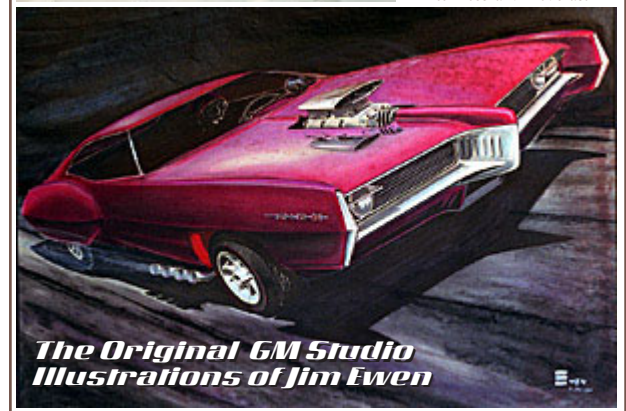
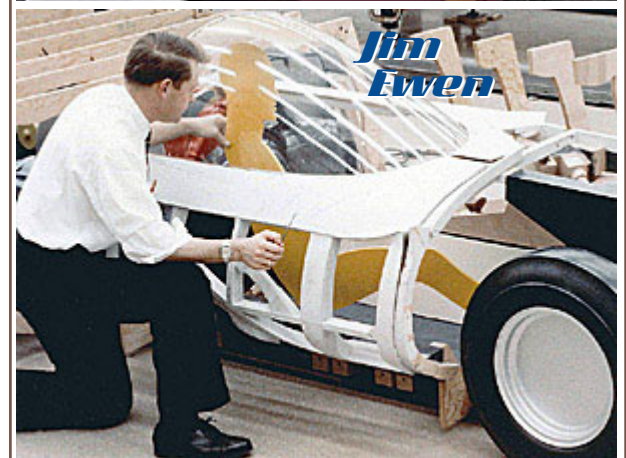
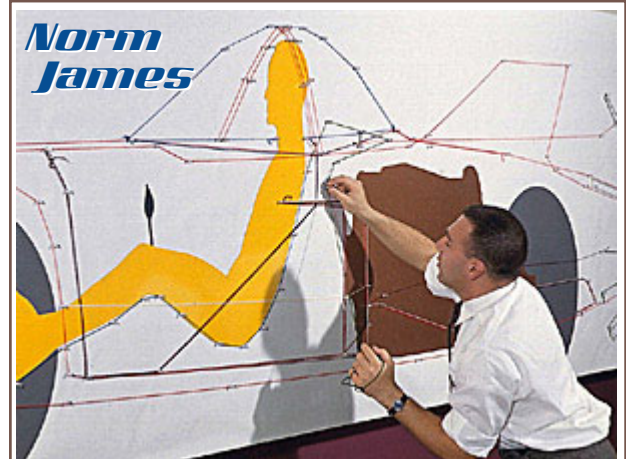
Tucson Modernism Week, in cooperation with the GM Heritage Center, is proud to present a heartwarming reunion of the two sole survivors of the Firebird III’s original team designers, Norm James and Jim Ewen. Their unique photography, illustrations and personal recollections of the Firebird III will be highlighted in a once-in-a-lifetime seminar hosted by automotive historian Thom Sherwood. *Look for more Tucson Modernism Week events and details online at www.TucsonMotorama.com and at the host site: www.TucsonMod.com*

Attend these events on Saturday, October 3, 2015
Seminar: 4pm-5:30pm • Finned Car Show: 10am-4pm
Cost: See website for details www.TucsonMod.com

Location: MOCA (Museum of Contemporary Art)
Address: 265 S. Church Ave, Tucson, AZ 85701

BONUS EVENT:

Also on display at MOCA will be many of Jim Ewen’s original illustrations and designs spanning a broad 30-year career (1957-’87) at General Motors. See a wide variety of full-color sketches and renderings of various GM automobiles and “future” transportation concepts that had previously only been viewed by GM executives and design staff. Included will be three original black & white renderings of alternate headlight proposals for the Firebird III.



ALL EVENTS HELD IN DOWNTOWN TUCSON
 265 S. Church Ave
 Tucson, AZ 85701
 Museum of Contemporary Art - Tucson

PRESENTED BY
 TUCSON
 MODERNISM WEEK

TICKETS AVAILABLE ONSITE
 OR IN ADVANCE ONLINE:
www.TucsonMod.com

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ALL TUCSON MODERNISM WEEK EVENTS ARE OPEN TO THE PUBLIC. PROCEEDS BENEFIT TUCSON HISTORIC PRESERVATION FOUNDATION, A 501(c)3 NON-PROFIT.