



The Arts Intel Report

ART

L.A. Louver Celebrates 50 Years: 1975 to Now



Peter Goulds and Kimberly Davis, L.A. Louver's directors, standing outside the gallery in 1991.

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L.A. Louver

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90291, United States

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“When I opened the gallery my ego was such that I wouldn’t put my name on something that might fail,” said Peter Goulds, the founder of L.A. Louver, in 2016. “So, I needed a pseudonym.” Taking his wife’s advice, he named the gallery after *La Louver*, 1976, *Eros it is the mirror*, an art piece he created in response to Marcel Duchamp’s *Fresh Widow*, 1920, *Rose Sélavy*. In 1976, his gallery opened in Venice Beach, Los Angeles, where it remains to this day. Since then, L.A. Louver has hosted more than 660 exhibitions and represented artists such as David Hockney, Alice Neel, Sean Scully, and Don Suggs (who debuted at the gallery’s inaugural show). Now one of the most long-lived galleries on the West Coast, L.A. Louver celebrates its 50th anniversary with works by more than 50 artists. —*Jeanne Malle*

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