



Sunset Boulevard and Rock Innovation: 1966 and 1967

By Juliette Morfin

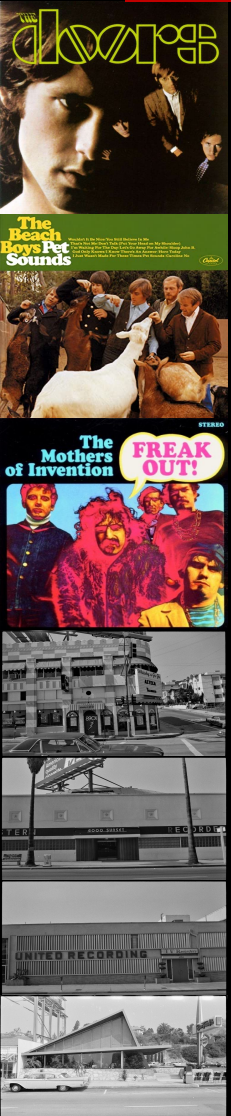
Advised by Dr. Francesca Ammon



Case Study of the Music of Sunset

Music from Sunset Boulevard in 1966 and 1967 shaped the future of rock. Many buildings captured by Ed Ruscha in his photography of the boulevard were directly involved in the creation of some of this era's biggest albums. Venues and live performances, recording studios, and even non music related locations played a major role in these defining albums.

- **The Doors' Self Titled (1967)**
Whisky A Go Go- 8901 Sunset Blvd
Whisky A Go Go and its house band, The Doors, were a quintessential part of nightlife on Sunset during this era.
- **Pet Sounds by The Beach Boys (1966)**
United Western Recorders- 6000 and 6050 Sunset Blvd
& Sunset Sound Recorders- 6650 Sunset Blvd
The Beach Boys progressed recorded music on Sunset and proved that the recording studio itself can be used as an instrument.
- **Freak Out by The Mothers of Invention (1966)**
Ben Frank's- 8585 Sunset Blvd
The Mothers documented many aspects of the culture and attitudes taking place on this boulevard in 1966 with inventive and zany rock and blues.



Research Tasks

Along with the case study, I worked on other tasks relevant to the development of the Sunset Over Sunset website. My other tasks included recording city directory data and gathering social and cultural resources related to Sunset Boulevard.

City Directories

For this task, I recorded city directory data for Sunset Boulevard from addresses 100-4000 onto a spreadsheet, continuing previous work that covered addresses 4000-9000. The L.A. city directories available were for 1965, 1973, and 1987 and contained addresses and the occupant, whether that be a resident or a business. With the data from all 3 years side by side, you could track how long residents lived somewhere or changes in businesses at an address. This was one of the more technical aspects of this experience since this will provide the project with information at the address level, but it also allowed you to notice broader trends as well.

Social and Cultural Resources

This task involved gathering resources that were relevant to the culture of Sunset, especially as a street that produced so much culture in L.A., nationally, and globally. Many of these resources were about the arts and entertainers who worked on or frequented Sunset. Other resources were based on cultural landmarks of Sunset, or certain buildings of a certain architectural style. Articles, witness histories, and locations themselves all form a broad and detailed picture of Sunset Boulevard as an icon of our society.

