

Crown Point Press

ED RUSCHA

ALL FALL DOWN #1-4, 2026



Ed Ruscha, *All Fall Down #1-4*, 2026. A portfolio of four soft ground etchings with aquatint. Image size: 4½ x 11"; paper size: 8 x 14". Edition 40. Printed by Emily York.

Crown Point Press announces the release of *All Fall Down #1-4*, a portfolio of four etchings by Ed Ruscha. Beginning in the 1960s, Ed Ruscha looked out at the Hollywood sign from the windows of his Los Angeles studio. Since then, the sign has appeared frequently in his work. In this new series, completed in the Crown Point studio in January, the prints depict the gradual decay of the iconic Hollywood sign. From the first image to the last, we watch as if viewing film clips as the sign slowly disappears into the landscape. The surrounding mountains also fade, leaving the sky a pale whisper of blue. The new series invites us to reflect on the mythology and cultural significance of monuments.

“The Hollywood sign is actually a landscape in a sense. It’s a real thing and my view of it was really a conservative interpretation of something that exists, so it almost isn’t a word in a way—it’s a structure. It’s a phenomenon or something,” Ruscha said.

Ed Ruscha was born in Omaha, Nebraska in 1937. At the age of 18 he moved to Los Angeles, where he studied at the Chouinard Art Institute in the late 1950s. He has lived there ever since. In 2004, following his exhibition that year at the Whitney Museum of American Art in New York, the Museum of Contemporary Art in Los Angeles, and the National Gallery in Washington, D.C., critic Peter Schjeldahl called Ruscha “one of the four most influential artists to have emerged in the nineteen-sixties.”

Ed Ruscha has been making prints at Crown Point Press since 1982. In 2023, The Museum of Modern Art, New York presented ED RUSCHA / NOW THEN, the most comprehensive retrospective of the artist’s work ever staged, and his first solo exhibition at the Museum.