

Art as an Appetizer: Secret Menu at Playa and Rivera Inspired by Pacific Standard Time

By thirstyinla, on February 10, 2012

The massive [Pacific Standard Time: Art in L.A. 1945-1980](#) is an unprecedented collaboration between 60-plus cultural institutions coming together to celebrate the birth of the LA art scene. Pacific (PST) launched in October 2011 and is taking place over a six-month period, encompassing every major LA art movement from 1945 to 1980. Institutions of every size and character are participating heavyweights like the Getty Center and LACMA to art galleries, university museums and programs. Though PST is concentrated in greater Los Angeles, exhibitions are being featured as far south as Barbara to the north, and east to Palm Springs. By documenting the impact that Los Angeles has made on the postwar global art scene, PST has sparked interest and inspired visits from people thro across the country and around the world.



Julian Cox

Pacific Standard Time has also inspired [Art as an Appetizer](#), a collaboration between chef [John Sedlar](#), artist [Ron Cooper](#) (founder of [Del Maguey Single Village Mezcal](#)), and mixologist [Julian Cox](#) together to create a unique PST-inspired [Secret Menu](#) available now at Sedlar's [Playa](#) and [Rivera](#) restaurants. To celebrate the launch of the Secret Menu, Playa hosted an afternoon gathering that eclectic mix of media, foodies and art enthusiasts, and three of the iconic Southern California artists who inspired the Secret Menu: Cooper, [Oscar Castillo](#) and [Larry Bell](#).



Ball Drop

The event began with Cox's PST-inspired drinks, each one made with a different Del Maguey mezcal. First up was the **Ball Drop**: Del Maguey Vida, London dry gin, fresh lime, yuzu tincture, topped w cayenne. Based on a very unscientific poll, this seemed to be the consensus favorite cocktail of the afternoon. Cooper's 1969 *Ball Drop* video is part of the Collection of the University Art Museum Art Cal State Long Beach University.



'47 Chevy in Wilmington, CA

For visual appeal, the winner was the tiki-esque **'47 Chevy in Wilmington, CA**: Del Maguey Minero, agave nectar, St. Vincent Orgeat, passion fruit, fresh lemon and lavender air. Cox evokes Castille the drink's matching yellow color as well as the contrasting white foam-dark pansies to symbolize the lowrider's whitewall tires. *'47 Chevy in Wilmington, CA* is featured in *Icons of the Invisible*: Oscar Fowler Museum.





Untitled

Cox said that when he saw Bell's 1964 *Untitled* glass cube, he immediately thought, "Manhattan." The result is my favorite of the three PST cocktails, a delicious aromatic made with Del Maguey Chi Vermouth di Torino, oloroso sherry and grapefruit peel. Bell's *Untitled* is featured in the *Phenomenal: California Light, Space, Surface* exhibition at the Museum of Contemporary Art, San Diego.



Ron Cooper

After we were seated, Cooper gave a quick primer on mezcal, talked about art as food for the soul and food as art, then ceremoniously poured some Del Maguey on the floor to make a cruciform. Sei about his process for creating the PST menu. He said he was grateful for the opportunity to look at any PST artwork that he wanted, before he chose three pieces that he felt were not only represent could provide the necessary culinary inspiration.



Crudo assortment, inspired by Beatrice Wood's "Fish Platter."

The meal began with a beautifully arranged **crudo assortment** of fresh and smoked seafood with kumquats, Fresno chiles, lime, red seaweed, and a copita of Chichicapa mezcal (sipped in a toast w gorgeous appetizer was inspired by Beatrice Wood's *Fish Platter* (1970), featured in the *Beatrice Wood: Career Woman-Drawings, Paintings, Vessels, and Objects* exhibition at the Santa Monica Mu





Main course, inspired by Ed Ruscha's "Los Angeles County Museum of Art on Fire."

The **main course** was inspired by Ed Ruscha's *Los Angeles County Museum of Art on Fire* (1965-1968): fire-grilled breast of chicken with Cobb salad quemado, goat cheese and "incendiary" salsa. Perfectly-cooked chicken represents the "burning" LACMA; piercing the accompanying poached egg and swirling in the bacon and salsa completes the fiery illusion. Ruscha's painting is featured in the *LA Painting and Sculpture 1950-1970* exhibition at The Getty Center.



Sorbet "splashes," inspired by "Beach Trash Burning."

Dessert was a colorful trio of sorbet "splashes" of roasted pineapple mezcal, poblano chile lime and hibiscus pomegranate, served with a shortbread cracker. The lime far and away eclipses the other of tart and spice that I didn't want to end. The dessert was inspired by Carlos Almaraz's *Beach Trash Burning* (1982), a painting featured in the *Mapping Another LA: Chicano Art Movement* exhibition Museum, UCLA.

The **Secret Menu** is available now through **March 31st** at both Playa and Rivera to customers who show PST museum proof of admission, or ask for the "Pacific Standard Time Secret Menu." The during dinner only and is listed at \$37 for three courses, although each course is available individually as well.

For more photos from the Art as an Appetizer event, visit the [Thirsty in LA Facebook page](#).

Playa

7360 Beverly Blvd.
Los Angeles, CA 90036
(323) 933-5300
www.playarivera.com

Rivera

1050 S. Flower St, #102
Los Angeles, CA 90015
(213) 749-1460
www.riverarestaurant.com

Like

4 likes. [Sign Up](#) to see what your friends like.

[Share / Save](#) [f](#) [t](#) [g+](#) [d](#)

Related posts:

1. [It's a Julian Cox Summer: Cocktail Menu Launch at Rivera, Specials at Picca and Playa](#)