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**OA/ID Number:** 24950

**FolderID:**

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**Folder Title:**

Peter Max

**Stack:**

**S**

**Row:**

**113**

**Section:**

**5**

**Shelf:**

**9**

**Position:**

**2**

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THE WHITE HOUSE  
WASHINGTON

Meredith / Eric

Here are the results of my  
search on Peter Max -

- ① articles on his tax charges,  
though I found no reported  
opinions. He pled innocent first  
& strongly denounced the charges,  
then pled guilty & served a  
short time at a halfway house
- ③ articles on him in the 1960s  
(mentioning drugs or not)  
and an article on a copyright  
suit that he won

- Lara

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DATE: JANUARY 7, 2001

CLIENT:  
LIBRARY: NEWS  
FILE: ALLNWS

YOUR SEARCH REQUEST IS:

(PETER OR P.) PRE/1 MAX AND MAX AND MAX W/30 (ILLEGAL! OR DRUG! OR CONVICT! OR  
ARREST! OR INDICT! OR DISCRIMINAT! OR HARASS! OR INVESTIGAT! OR CONTROV! OR  
SCANDAL! OR ILLICIT! OR CRITIC! OR BLAM! OR EMBARRASS! OR IMPROP! OR  
COMPLAIN! OR DISPUTE! OR CORRUPT!)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:  
LEVEL 1... 274

*Articles on  
tax change*

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*indictment*

172ND STORY of Level 1 printed in FULL format.

The Associated Press

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June 5, 1996, Wednesday, PM cycle

SECTION: Domestic News

LENGTH: 239 words

HEADLINE: Artist **Peter Max Indicted** on Tax Fraud Charge

BYLINE: By LARRY NEUMEISTER, Associated Press Writer

DATELINE: NEW YORK

BODY:

**Peter Max**, the '60s pop icon known for his psychedelic images bursting with colors, was **indicted** today on charges of failing to report income from more than \$ 1.1 million in art sales.

**Max**, 58, was accused of using some of the money to buy property in the Virgin Islands, the Hamptons and in Woodstock.

**Max** and his accountant, Ruben Gorewitz, 71, were charged with conspiracy and tax fraud, U.S. Attorney Mary Jo White said.

**Conviction** on conspiracy, the more serious charge, carries a maximum prison sentence of five years.

According to the **indictment**, **Max** tried from 1986 through 1992 to hide some transactions by accepting cash for the sales or by depositing checks in bank accounts in the names of other people.

The **indictment** said **Max** told customers who paid by check to use multiple checks and keep the amounts beneath \$ 10,000, the amount that requires banks to report the transactions to the government.

It said **Max** failed to report \$ 75,000 in cash he paid toward a \$ 458,000 property in Woodstock in 1987 and \$ 100,000 toward a \$ 1.235 million property there in 1989.

In 1990, the **indictment** said, **Max** paid \$ 515,000 and bartered nine works of art to buy a \$ 645,000 property in Southampton. The barter allegedly was done to hide cash.

Later in the year, he paid \$ 797,500 and bartered 18 works of art to buy a \$

The Associated Press, June 5, 1996

1.3 million property on the Island of St. John in the Virgin Islands, the indictment said.

LOAD-DATE: June 5, 1996

indictment e.  
plea

126TH STORY of Level 1 printed in FULL format.

Copyright 1996 Newsday, Inc.  
Newsday (New York, NY)

June 14, 1996, Friday, NASSAU EDITION

SECTION: NEWS; Page A28

LENGTH: 231 words

HEADLINE: ARTIST DENIES IRS CHARGES

BYLINE: THE ASSOCIATED PRESS

DATELINE: New York

BODY:

New York - Artist **Peter Max** pleaded innocent to tax fraud charges yesterday, calling the **indictment** against him "completely false."

**Max** entered his plea during a brief appearance before U.S. Magistrate Judge Sharon E. Grubin, who assigned the case to Judge Kimba Wood.

**Max** was freed on \$100,000 personal recognizance bond and turned over his passport as part of a bail agreement with prosecutors.

Outside the courtroom, the artist who gained fame in the 1960s, restated his innocence.

"They counter everything I stand for," he said of the charges that he tried to cheat the Internal Revenue Service out of taxes owed on \$1.1 million in art sales. He is charged with conspiracy and tax fraud.

Prosecutors allege that **Max**, 58, and Ruben Gorewitz, both Manhattan residents, concealed large amounts of cash later used along with bartered art to acquire real estate in Southampton; the Virgin Islands; Woodstock, N.Y.; and Buckingham County, Va.

Gorewitz, 71, the former comptroller of his art business, also pleaded innocent yesterday to conspiracy and assisting in the preparation of false income tax returns. Gorewitz, who also was released on \$100,000 personal recognizance bond, declined to comment afterward.

If convicted, the artist faces up to 30 years in prison and \$2 million in fines. Gorewitz could face up to 14 years in prison and \$1 million in fines.

GRAPHIC: Photo - **Peter Max**

LOAD-DATE: June 14, 1996

indictment  
plea

132ND STORY of Level 1 printed in FULL format.

Copyright 1996 Southam Inc.  
The Gazette (Montreal)

June 9, 1996, Sunday, FINAL EDITION

SECTION: ENTERTAINMENT: SPECTRUM; DOUG CAMILLI; Pg. F2

LENGTH: 618 words

HEADLINE: Courtney Love tired of kids flocking to site of husband's death

BYLINE: DOUG CAMILLI; THE GAZETTE

BODY:

Rock star Courtney Love is telling people she has decided to tear down the building where Kurt Cobain killed himself back in April 1994.

The greenhouse at their Seattle mansion has become a mecca for countless fans of Cobain's music, and Love is annoyed by all the traffic. In fact, she says, the site "has become bigger than the Space Needle," a big tourist-attraction place in downtown Seattle.

Love still lives at the mansion with her daughter, Frances Bean, age 3. But she's unhappy with conditions at the adjacent public park - beer cans, graffiti, kids in sleeping bags. And, she says, she's tired of spending \$ 10,000 a month on security to keep the pilgrims off her grounds.

- - -

Life in Budapest: Some people in eastern Europe are catching on to this capitalism racket right quick: Madonna recently visited Budapest, to film some scenes for this movie Evita. Now an entrepreneur there is selling pieces of the hotel carpet soiled by her dog. Well, the guy says it was her dog.

- - -

Remember **Peter Max**? All those "psychedelic" '60s posters? Beatles album covers? All that stuff?

Like the rest of us '60s relics, **Max** is still around. Just the other day, he turned up in court in New York, charged with hiding income of more than \$ 1.1 million U.S. from the tax man. His accountant, one Ruben Gorewitz, was also charged.

**Investigators** say that **Max** would have customers pay for, say, a \$ 45,000 work of art with five cheques for \$ 9,000 each - banks, you see, have to report each cheque for \$ 10,000 or more to the government. **Max blames** it all on his business manager. Peter is 58.

- - -

Joan Rivers is about to announce her engagement to Wall St. rich guy Orin

Lehman, whose ex-wives include a Vanderbilt and Reynolds tobacco heiress Jane Bagley. Rivers has been single ever since 1987, when her husband Edgar Rosenberg took his own life.

- - -

Tennis star Jennifer Capriati got into a brawl with a restaurant waitress in Tampa, police say, after her boy-friend flirted with the waitress. Angela Larson, 23, has filed a police complaint saying Jenny punched her in the eye. There seem to be some witnesses. Capriati, 20, is saying nothing.

- - -

John Travolta has left the Paris set of this Roman Polanski movie The Double. There are stories about arguments, but evidently John left just to be with his 4-year-old son Jett, who was having some kind of surgery on one ear.

- - -

Oh, shut up: Dean Cain, who plays Superman on TV, insists he's both handsome and smart:

"A lot of beautiful people are stupid. There's a tremendous amount of idiots who look so good it's frightening. But if people perceive me as some kind of idiot, that's their mistake."

- - -

Buffalo firefighters John Zoll and Terrence Burns have won Round 1 in their lawsuit against the producers of the 1991 hit movie Backdraft. The two say their idea for the movie was stolen. A judge, noting that lawyers for director Ron Howard had deliberately withheld some documents from the court, said the suit could go ahead.

The next step is to set an amount for damages. Let's see now: the movie grossed more than \$ 150 million, so...

- - -

Cyndy Truhan, formerly married to L.A. Dodgers star Steve Garvey and now dating broadcaster Larry King, appeared in court the other day on mischief charges relating to a messy breakup with some other guy.

She pleaded guilty to charges of filing false police reports. She had told the cops in La Costa, Calif., that this guy was stalking her, but now admits that she sent those weird and scary notes to herself, defaced her own door, and that nobody actually bit part of her ear off. She'll face a fine and some community-service time.

*indictment &  
plea*

144TH STORY of Level 1 printed in FULL format.

Copyright 1996 The Atlanta Constitution  
The Atlanta Journal and Constitution

June 6, 1996, Thursday, JOURNAL EDITION

SECTION: NATIONAL NEWS; Pg. 06A

LENGTH: 680 words

HEADLINE: NATION IN BRIEF;  
Freemen send member out for FBI talks

BYLINE: From our news services

BODY:

A member of the anti-government Freemen left the compound near Jordan, Mont., to meet with FBI agents for the first time in more than two weeks, while residents pressured authorities to use "reasonable force" to end the 74-day standoff.

The person met at the FBI checkpoint for two hours before returning to the compound. Federal officials refused to comment on the meeting.

The government is reportedly considering further measures to isolate the Freemen, including disrupting the group's satellite television, cellular telephone and radio communications signals. Many area residents say the FBI has not been aggressive enough in trying to end the standoff, which began March 25. Rancher Brent McRae planned today to present a 200- signature petition to Garfield County Sheriff Charles Phipps urging authorities to use "reasonable force" to end the standoff.

GUNS Video chain ends ban

Blockbuster Video stores have ended their 5-month-old ban on concealed weapons, saying the rule was unenforceable. A company spokesman denied the change of policy was linked to customer complaints or threats of a boycott from the National Rifle Association. Fort Lauderdale-based Blockbuster instituted the ban, which included even legally concealed weapons, and posted signs telling gun-toters to stay out as part of its store safety program. The NRA sent out an alert on the Internet asking its 2.8 million members and other gun owners for information on companies banning legally carried guns from its stores.

PEOPLE Must reveal source

A Los Angeles judge Wednesday gave a free-lance journalist 20 days to identify a source he said told about a videotape allegedly depicting entertainer Michael Jackson having sex with a 13-year-old boy. Under California Shield Law, writer Victor Gutierrez lost his right to keep the source confidential because Jackson's attorneys have not been able to find information about the purported tape, Superior Court Judge Reginald Dunn said. Jackson alleged in a \$ 100 million slander suit filed in January 1995 that Gutierrez lied about having access to the alleged 27- minute tape.

**Max to fight tax charges**

**Peter Max** painted a self-portrait of a wrongly accused patriot Wednesday after being **indicted** in New York on charges of failing to report income from more than \$ 1.1 million in art sales. The 1960s pop icon provided a list of art donations he has made to the United States in response to the federal government's charge that he tried to cheat his country out of taxes. "I intend to vigorously fight these groundless charges in court," **Max**, 58, said. **Max**, born in Berlin, came to the United States in 1953. He has painted a "Preserve the Environment" commemorative stamp for the U.S. Postal Service and Statue of Liberty portraits each July 4. He designed the MTV logo.

**CRIME Beating videotaped**

Ryan Nokes of Omaha never fought back when an older boy jumped him in the hallway of their high school and beat him so viciously it left broken bones in his face and foot. There's no disputing it because a friend of the assailant captured the attack on videotape and is even heard egging him on, authorities said. The videotape evidence led to the arrest of Zachary Bornhoft, 16, for suspicion of misdemeanor assault, and Johnny Tkaczuk, 16, for third-degree assault.

**'Evil' abuser sentenced**

A sex criminal who once sodomized his 2 1/2-year-old son while his wife photographed the act was sentenced Wednesday to life in prison for sexually abusing a 4-year-old girl on a New York subway train. Harry Rosen normally would have faced seven years on his conviction last month for sex abuse and endangering a child's welfare. But the judge said Rosen's 25-year record made him a persistent felony offender who deserved the maximum. "You are both evil and sick," State Supreme Court Justice Frederick Berman told Rosen, 43, of Brooklyn. The judge said he would recommend that Rosen, an obese balding man who sat with papers hiding his face from a photographer, be kept in protective custody while in prison.

LOAD-DATE: July 17, 1996

guilty  
plea

73RD STORY of Level 1 printed in FULL format.

Copyright 1997 Daily News, L.P.  
Daily News (New York)

November 11, 1997, Tuesday

SECTION: News; Pg. 16

LENGTH: 300 words

HEADLINE: ARTIST'S LATEST TRIP ENDS UP TAXING HIM TO THE **MAX**-IMUM

BYLINE: By GREG B. SMITH

BODY:

Psychedelic artist **Peter Max** pleaded guilty yesterday to tax fraud, admitting that he routinely sold his popular 1960s art for cash and neglected to tell the tax man.

Standing before Manhattan Federal Judge Kimba Wood in black suit and collarless white shirt, **Max**, 60, pleaded guilty to one count of tax fraud conspiracy and one count of tax evasion.

The millionaire painter faces a minimum four months in jail, fines of up to \$ 500,000 and restitution to the IRS when he's sentenced Feb. 11.

"I am guilty," **Max** said quietly, admitting that between 1986 and 1992 he failed to report more than \$ 1 million in income from selling art for cash or bartering it for services.

Sixteen months earlier, he had pleaded innocent and said he expected "to prevail in court."

His attorneys, Roy Black and Robert Gage, declined to discuss what made **Max** change his position.

**Max** was accused of using paintings to offset the price of a \$ 1.2 million farmhouse near Woodstock, N.Y., a \$ 645,000 home in the Hamptons and a \$ 1.3 million home in the U.S. Virgin Islands, according to an **indictment** filed by Assistant U.S. Attorneys Jonathan Halpern and Robert Cramer.

Since his sudden rise to fame in the 1960s, when he created characters for the Beatles' "Yellow Submarine" movie, **Max** has embraced the show-business side of the art world.

He once painted a section of the Berlin Wall and auctioned it off at Christie's. In recent advertisements promoting a national exhibition of his work, he boasted of being named the "Artist of the Super Bowl" for five years and of painting 40 portraits of Mikhail Gorbachev, 108 portraits of the Dalai Lama, 36 of the Rev. Martin Luther King Jr. and 50 of former President Harry Truman.

Recently, he has been auctioning off much of his work.

Sentence

47TH STORY of Level 1 printed in FULL format.

Copyright 1998 Bergen Record Corp.  
The Record (Bergen County, NJ)

August 21, 1998; FRIDAY; ALL EDITIONS

SECTION: NEWS; Pg. A02

LENGTH: 684 words

HEADLINE: PEOPLE

COLUMN: PEOPLE

BYLINE: COMPILED BY RAYMOND A. EDEL

BODY:

ROCK UNCENSORED

Chris Rock somehow managed to cross the line between what can and cannot be said on television about the Monica Lewinsky matter.

On NBC's "Today" show Wednesday, the comedian used the word "ass" four times and referred to independent counsel Kenneth Starr as a "scumbag."

Matt Lauer's interview with Rock ran live in front of about 70 percent of the country but was deleted from the taped West Coast broadcast. Western viewers were given a segment about a rodeo school instead.

"I find it odd that the people at 'Today' felt that talk of stained dresses and violent crimes was more suitable for morning TV than me joking about whupping Ken Starr," Rock said in a statement.

During the show, Rock joked that if President Clinton gave the comedian a pardon, "I would whup Starr's ass right now."

A nervous Lauer interrupted Rock, reminding him it was morning television. "You see the clock?" he said. "That's 7:53. That's a.m."

JEST DECRIED

Don't depend on Mel Gibson to be politically correct.

The actor was complimenting Rene Russo, his "Lethal Weapon 4" co-star, in an interview, describing how she feeds and takes care of street people. When asked by Australia's New Weekly magazine what he

would do for the homeless, Gibson quipped: "I kick 'em. Spit on them, that's me! ... And if I can, I try to set 'em on fire!" Advocates for the homeless aren't laughing. "Jest or not, it's such a despicable remark under any guise," Mary Ann Gleason, executive director of the National Coalition for the Homeless, told TV Guide's Web site TVgen.com.

Gibson's remarks were "all very tongue-in-cheek," counters his publicist, Alan Neirob.

#### GENES SET HIM FREE

DNA saved DMX.

Charges that the rap star raped and sodomized a 29-year-old stripper were dropped Thursday after genetic tests showed that semen on the woman was not DMX's.

"I never met the girl," DMX, aka Earl Simmons, said outside court.

Simmons, 27, was arrested in June. The woman claimed she was attacked after meeting the rap star at a club.

Simmons album, "It's Dark and Hell Is Hot," debuted at the top of the Billboard pop charts at the start of the summer.

#### ACTING ON A THREAT

A man accused of sending threatening e-mail to WFAN-AM (660) radio personality Don Imus has reached an agreement with Middletown, Conn., prosecutors that will keep him out of jail.

According to police, Michael P. Michalski, 43, of Cromwell, sent the wisecracking New York radio personality this e-mail after listening to a January show on the Monica Lewinsky case: "I hope that one day as you walk out of the studio, someone is on the street with a deer gun."

Later that day, another e-mail indicated Michalski was on his way to New York.

Under the agreement, charges of threatening and **harassment** will be wiped from Michalski's record if he stays out of trouble for the next two years.

#### MAX GETS A MINIMUM

Artist **Peter Max** has managed to avoid hard time.

A Bureau of Prisons spokesman confirms that **Max** is serving his two-month sentence for tax evasion in a Manhattan halfway house.

He continues to ply his lucrative art business from his upper West Side atelier.

**Max** will soon be gearing up for his 800 hours of community service teaching art to disadvantaged children in New York.

#### ONE-LINERS

Antonio Banderas, Andrew Lloyd Webber's first choice, signed a contract to play the title role in the big-screen version of the musical "The Phantom of the Opera." No word on production dates. . . Couple du jour: Ed Burns, recalcitrant grunt in the movie "Saving Private Ryan," and Heather Graham, roller-skate girl in the film "Boogie Nights." . . Shania Twain is on the cover of the September issue of "Rolling Stone." She's the first country star on the front in 18 years.

. . . St. Martin's Press is on the verge of landing U.S. rights to Prince William's bio, already selling big in Britain. "William: The Boy Who Will Be King," by royal watcher Nicholas Davies, is half pictures.

GRAPHIC: 3 PHOTOS 1 - CHRIS ROCK. 2 - DMX. 3 - ANTONIO BANDERAS.

LOAD-DATE: August 21, 1998

22ND STORY of Level 1 printed in FULL format.

Copyright 2000 The Washington Post  
The Washington Post

March 6, 2000, Monday, Final Edition

NAME: **PETER MAX**

SECTION: STYLE; Pg. C01

LENGTH: 2266 words

HEADLINE: '60s Poster Boy Goes Multimedia; **Peter Max** Remakes Himself Online and on TV

BYLINE: Ianthe Jeanne Dugan, Washington Post Staff Writer

DATELINE: NEW YORK

BODY:

**Peter Max** loves trivia. "Do you know how many people watch QVC?" he asks.

The '60s pop artist is standing over a table lined with Woodstock '99 posters that he will hawk on the cable shopping channel that evening. With one of those fat black markers that make a room reek, he starts swishing "**Max**" across 100 of them.

"About 3.5 million people watch QVC." He's already signed 10 posters. "You know how big that is? That's the population of all of Manhattan." He's up to No. 30. "That's the size of 70 stadiums." He's reaching the bottom of the heap. "But you're not a speck of dust up on the stage. You're the big picture."

Do you know how long it takes **Max** to turn a pile of posters into \$ 20,000 worth of merchandise? One minute.

That's also how long it takes to flip to QVC to buy one of those posters for \$ 200. That's how long it takes to log onto eBay and bid \$ 7.99 on a vintage **Peter Max** ladies' size 10 bathing suit or \$ 23,000 for an original Statue of Liberty painting. That's how fast you'll be able to click over to petermax.com for a \$ 125 signed Earth Day 1995 T-shirt.

At 62, **Peter Max**, the prolific hippie icon long pooh-pooed by art purists as a commercial sellout, is being virtually reincarnated by the Internet and cable TV.

"Everybody is starving for content," he says, casually using the ubiquitous term. "And I have more content than anyone on Planet Earth--more than Disney, more than Viacom . . ."

Ah, the thrill of being a famous artist in the Information Age.

The Washington Post, March 6, 2000

The only thing better than having a dot-com these days is having the material to plaster on Web sites and cable channels to draw eyeballs--and, ultimately, advertising dollars. Content, after all, is what propelled Martha Stewart into a thriving publicly traded company. It is why America Online wants Time Warner.

"I want to reach 100 million people in one fell swoop," he says. "I want to shift with the way the world is going."

**Max** will launch his own online business later this month to flood "Planet Earth" with tons of pent-up work that until very recently trickled from tiny galleries and flea markets. If all goes according to plan, he will sell shares of his company to the public next year and pour part of the proceeds into **Peter Max** stores and a syndicated television show.

"**Max** demonstrates the power of the Internet to pump up the value of old nostalgia and conventional artwork," said David Shayt, cultural director of the National Museum of American History. "He is once again becoming a force to be reckoned with."

At the heart of his lucrative rebirth are thousands of images that **Max** has been producing at warp speed for 30 years--3,000 hearts, 5,000 silhouettes of ladies, Snow White, Gorbys galore, the 1993 Middle East peace accord signing at the White House.

"What do you want to see?" the painter asks, ripping through boxes full of negatives that cram his studio. "President Clinton? Picasso? Umbrella Man?"

He suddenly gets a sentimental pang. "Ooh," he says, flashing that huge smile that lit up the cover of Life magazine in 1969. "This is 'I Love the World.' All my friends--Lauper, Jagger, Yoko, Madonna--were singing at Live Aid and it struck me, 'Let me paint this woman hugging the world.' "

Fans will be able to download images or shop from a line of merchandise, including an array of new greeting cards and, soon, toys. Collectors will have a place to trade old **Peter Max** bluejeans, clocks, posters, chessboards.

Cameras will beam **Max** live from his studio onto computer screens, so cybersurfers can command him to paint--for a price. "If they have a hand in it," says Bruce Brownstein, a vice president at eBay, "the artwork will become even more valuable."

### Timeless and Happy

There was a time when Planet Earth was a much more confining place--back before QVC and MTV, when "content" was the sugar in a Twinkie.

Still, striking a nerve with his psychedelic swirls and eco-marketing verve, **Max** landed his bold patterns on everything from jeans to wristwatches. From 1967 to 1971, he had 72 product lines generating \$ 1.1 billion. In the late 1960s, his "Save the Planet, Use Mass Transit" posters were plastered on 68,000 New York City buses.

"I used to be bigger than Calvin or Ralph," he says wistfully. "You couldn't leave your house without eating out of a **Peter Max** bowl, putting on **Peter Max** stockings, scribbling on your **Peter Max** pad."

After the divorce from the mother of his two children, **Peter Max** virtually disappeared for a good 20 years.

He resurfaced with a bang in November 1997, **arrested** on charges of tax fraud, allegedly attempting to barter his art for property between 1986 and 1992. Among the properties he purchased was 190 acres in the hills of Virginia near "Yogaville," the retreat of the Swami Satchidananda, whom **Max** met on a movie set in Paris in the 1960s with Beat writers Allen Ginsberg and William Burroughs.

**Max** entered a work-release program and served penance by helping inner-city elementary school children on art projects throughout New York.

He does not want to talk about this chapter. "I'm not a nostalgic guy," he says. "I'm always looking forward."

Luckily for him, though, the rest of the world is looking back. "As we enter the new millennium, as one generation yields to the next, there's a sense of loss," Shayt said. "Everyone is re-exploring the whole mystery about the '60s, the upheaval."

Seth Gordon, a 27-year-old software engineer from Washington, is an avid **Max** collector. "When I graduated from college, my mother gave me a **Peter Max** book called 'Meditations' and I started to collect his work," said Gordon, who runs one of hundreds of Web sites devoted to **Max**. "His stuff is timeless, happy."

**Max** himself is as trim and energetic as he was in his heyday. His dark hair is thinning and combed close to his head. But now he has "Steve Jobs guys" in the art-deco waiting room and a cell phone stuck to his ear. "Let's sit on AOL for now," he tells his stockbroker, then picks up the other line to negotiate his biography with an agent from William Morris.

When **Max** first appeared on QVC last year, he sold hundreds of signed posters on the spot for \$ 200 each. Now he's on the channel once a month, typically making \$ 1 million in two hours. It's no wonder he never misses a pitch. "Did you know QVC stands for Quality Viewing Channel?" he asks.

Since his first QVC show, gallery sales have quadrupled, said Allan Fingerhut, whose four galleries in California and Minnesota sell millions of dollars worth of **Max** art every year. "People see him on TV, then they remember they had a lunch bucket, poster from the '60s," he says. "And they come to a show."

**Max** has installed tiny cameras in the track lights above his easels, so he can paint live for fans through a syndicated TV show--and stream video onto his Web site. "Every Thursday from 5 to 10, I may be painting live and buyers can call and give me input," he says. "The auction department might come in and say these will sell for 5,000 or 10,000 dollars fresh from the canvas. We may have guests do live interviews. Anything's possible in this world today."

Matisse on MTV?

The cosmic thought swept over **Peter Max** last year when he stumbled into eBay. There, at any given time, more than 250 of his works are being auctioned.

"**Peter Max** is the single biggest seller on eBay behind Beanie Babies," Brownstein said. "And that's with him doing absolutely nothing."

**Max** discovered psychedelic scarves, socks--even the old bus posters--swiped by overzealous fans decades ago. Craig Kuperman, an avid **Max** collector, was selling Arizona Iced Tea bottles emblazoned with **Max's** Statue of Liberty for \$ 5 to \$ 10 each. He buys them at Wal-Mart in Miami for 80 cents apiece. "The buyers are **Max** fans in the Midwest who can't access them," Kuperman said.

**Max** found posters of Snow White and Goofy--selling in galleries for less than \$ 3,000--fetching \$ 5,400. "I kept clicking and there was a Love poster that I printed in '67 or '68 for 6 cents. It had a torn corner and a coffee smudge. It was selling for \$ 350. I have 200 here in perfect condition--and I can sign them."

So, **Max** started digging into the closets at his headquarters--a 45,000-square-foot spread on four prime Upper West Side stories. It is teeming with 90 employees and packed with artwork.

The walls are lined with giant paintings, such as the Mona Lisa he did in 1992 (\$ 60,000) and the 1992 Statue of Liberty, which has a \$ 100,000 price tag but is not for sale. Shelves are stacked with cookie jars **Max** collected on buying binges in Greenwich Village with Andy Warhol.

The most precious room in the place, the most guarded, is a windowless space lined floor to ceiling with boxes of 4-by-5-inch negatives and slides of everything that he has done since the 1960s. There are paintings of Jesus, the Dalai Lama, Muhammad Ali and Liza Minnelli.

Another room is packed with books of sophisticated doodles that he churns out frenetically. "It's 3:40 and I've done, like, 95 paintings today," he says. "Yesterday I did 65 and said, where did I go wrong?"

It's as if **Max** is printing his own money. "My markup is, like, 200 times what it costs me to produce," he says. "Generally, a profitable product is marked up maybe two times."

**Max's** most lucrative works are the thousands and thousands of flowers he has painted over 30 years. "I have every conceivable fantasy flower from here to Mars," he says.

Until recently, these flowers were images on canvas, still lifes on negatives. Now, they are currency. "My friends at Bear, Sterns say that I can make \$ 1 million a day selling flower posters alone," **Max** asserts.

Investment bankers who have pored over his work say that if it is properly mined--that is, carefully licensed and sold repeatedly to pay-as-you-go

cybershoppers--it could generate more than \$ 1 billion in revenues. So, **Max** expects to easily raise \$ 200 million to \$ 300 million through his public offering next year.

"Martha Stewart went public on my birthday--October 19," **Max** says. "It was a great birthday present because it was confirmation that the market is ready for what we have. Then AOL buys Time Warner, and I'm, like, through the roof, I'm so tickled. It was a content play. Do you know how small AOL was just a few years ago?"

Part of the money **Max** raises will be used to open 200 stores by 2002. They will contain original art in a "neo pop shop," a cosmic cafe, cyber art center, video wall, multimedia space.

Old-fashioned artists are sure to be aghast about the commercial explosion. But **Max** doesn't care.

"The Internet, TV, canvas--it's all a medium. Art is no longer just pigments, paper, etching. To be an artist in the 1990s, you need to be, you know, cyber-savvy. If Matisse and van Gogh were alive today they'd want to be on MTV."

The Internet, as **Max** sees it, is simply the latest evolution of art.

"The Internet is the most amusing and most amazing of all the phases," **Max** says. "It's almost a world you enter, like a real estate that's in your mind. Amazon, Yahoo--they're real estate barons in a cyberworld, which is a digital imaginative space that exists in all these little digital addresses. It will bring the whole world into anyone's window."

#### The New Frontier

**Max** is whirling around in black pants, a white tailored shirt buttoned to the top and paint-splattered sneakers. He blasts WSLU-89.5 because he likes the anger the music conveys, and spends an hour on his hallmark--swirling primary colors on blown-up photos and catapulting their value with a swift "**Max**."

The other day, he was "knocking off some signature" before going to a book party with Hillary Rodham Clinton. (They are both featured in Matilda Raffa Cuomo's book called "The Person Who Changed My Life: Prominent Americans Recall Their Mentors.")

"Will Madeleine Albright be there?" **Max** asks one of his "girls." Without waiting for an answer, he rushes over to a blown-up photo of the secretary of state. "Then she gets a portrait."

**Max** has done six portraits of the first lady. He did one for Al Gore and got a call from the vice president's mother praising it. Still, he doesn't know if he'll vote for Gore or for Hillary Clinton. "I'm unpolitical," he says.

He was, after all, designated New York City's official millennium artist by Clinton opponent Mayor Rudolph Giuliani, after painting a jetliner in a joint project with the city and Continental Airlines.

The Washington Post, March 6, 2000

"I love Giuliani. And I love Hillary," he says. "I guess I should, in fairness, do a portrait for Giuliani, shouldn't I?"

**Max** looks at his watch, which is set an hour ahead, and dashes into a meeting with a potential licensee--the owner of a sportswear company called Fleet Street. "All the designs are right here, ready to use," **Max** explains. "It does not have to be created."

**Max** had about 50 such meetings last year, but cut just one deal so far--with American Greetings. In January, 40 million cards hit the market. He is also ironing out a deal with Mattel to create school supplies and toys.

He sees a day soon when anyone will be able to go to his site, pay a price and download to their heart's content, choosing from a vast selection of images. In essence, every man a licensee.

To drum up traffic, **Max** will run contests and plant new trivia daily. He tries one out. "How many atoms are there in a drop of water? It would take the whole population of Planet Earth--6 billion people--10,000 years to count. Isn't it mind blowing how small we are. Just a piece of dust."

LOAD-DATE: March 06, 2000

264TH STORY of Level 1 printed in FULL format.

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July 2, 1982, Friday, Final Edition

articles a 60s  
& copyright suit  
]

SECTION: Style; Arts; Where Are They Now?; D8

LENGTH: 664 words

HEADLINE: **Peter Max**

BYLINE: By Joe Brown

BODY:

LOVE BEADS, tie-dye, incense, black-light posters: the fabulous '60s. And **Peter Max**, the man who mass-produced the decade.

His career mirrored the era: fast, flashy, into the next big thing before anyone caught up with the last one. At his peak, **Max** said modestly, "I'm just trying to bring order to the planet."

With the explosion of the youth culture (and market), **Max** became a graphic arts conglomerate. "It all happened around 1961, I was about 25 then," **Max** says on the phone from New York. "It was fantastic, a whole new style in everything, music, art, clothes. Beatlemania came in then and I was sort of the visual counterpart to all of that," says **Max**, who was a realist before developing his famous style, which "had to do with mythology, cosmic energy, astrology and astronomy.

"I guess I did define the '60s Style.' It was all over. I created it," says **Max**, who used to drive the "Psychedelic Car," a black Rolls Royce encrusted with neon-hued decals. "I was inspired by the music of the time, but the art did not come out of that, the music was running on a parallel track to me."

**Max's** kaleidoscopic colors, mandalas, wizards, billowy clouds and day-glo stars were emblazoned on the minds and wallets of think-young America, popping up on everything imaginable: pillowcases, tea bags, subway posters, stationery and clocks. One of his business "trips" involved a 1970 line of body stockings and panty hose with names like "Thighland" and "Flippy Falling Flower Petals." **Max's** flower-power phraseology said they were "designed to carry irresistible vibrations of love" and "created to harmonize with any fashion combination the Age of Aquarius may inspire in a young heart."

More than 72 companies distributed **Max's** designs, selling over \$250,000,000 worth of merchandise. "And I was just painting and drawing, and here was this amazing phenomenon going on around me. My style just took hold and all these corporations came along." The corporations, including the J. Walter Thompson advertising agency, were quick to snatch **Max** as a consultant on how to grab the youth market. "I went with it for a while, and then I realized that I was getting trapped in that commercial thing. I never really did consider myself a 'designer,' it just looks that way from the outside. I always just painted."

The Washington Post, July 2, 1982

But his famous style became so popular that "everybody wanted it, so I let it go. The whole thing lasted only 3 1/2 years, that's all. People think it lasted about 10, 15 years because the impression was so strong. While I had all this success with all the products out there, I realized I no longer wanted to have to align my images to the product. So I pulled back, and it took me about a year to wind the company down. Then I just continued painting like it all never happened."

Described in 1968 news clippings as an "LSD alumnus," **Max** claims he was not involved in **drugs**, but gives credit for his inspiration to yoga and his personal guru, Swami Satchidananda, whom he brought to this country in 1966. Satchidananda's Integral Yoga Institute is scheduled to break ground today in Buckingham, Va., for a \$2-million lotus-flower-shaped temple.

**Max**, now 44, lives in Manhattan and works at his 18-room studio overlooking the Hudson. He has two children, Adam Cosmo, 17, and Libra Astra, 15, by former wife Liz, a North Carolina beauty queen.

His latest project is saving the Statue of Liberty. "I like doing things with the White House," says **Max**, who was there a few weeks ago with Chrysler president Lee Iacocca, who presented President Reagan with one of six Statue of Liberty paintings **Max** created at the White House last July 4. "We came up with the idea of forming a commission to renovate the Statue for her 100th birthday. It was passed through Congress, and Iacocca was selected as chairman. We're going to try to raise about \$100 million to clean the statue, fix leaks, whatever it needs." **Max** calls himself "America's own most patriotic artist."

GRAPHIC: Picture, **Peter Max**; by Doug Menezes

267TH STORY of Level 1 printed in FULL format.

Copyright 1980 Newsweek  
Newsweek

June 23, 1980, UNITED STATES EDITION

SECTION: UPDATE; Pg. 14

LENGTH: 400 words

HEADLINE: **Peter Max:** A Blur Of New Colors

BYLINE: EILEEN KEERDOJA with EMILY F NEWHALL in New York and KATHY HALE in Los Angeles

BODY:

In the 1960s, he was a one-man graphic- arts conglomerate. His psychedelic designs -- featuring rainbows, stars and smiling lips -- appeared on everything from posters and clock faces to TV commercials and made him a millionaire many times over. Then suddenly, in 1973, **Peter Max** went into what he calls a "creative retreat." "Art took me into business, and I didn't want to stay there," he says. "I wanted my success to be in the fine-arts world."

Although still prolific -- he often turns out six drawings and several paintings in one day -- **Max** no longer licenses companies to use his designs. He now sells his works through 150 dealers around the world. His new lithographs fetch at least \$ 500, his canvases as much as \$ 75,000. **Max's** artistic style has changed noticeably. The clean, spare lines of his early posters have given way to looser, sometimes blurred shapes. And though the 40- year-old artist still uses vivid Day-Glo colors, they now blend with more muted shades such as sepia, gray and peach.

Fantasy Figures: Since 1973, **Max** has received two commissions from the Federal government. He designed a 10-cent stamp celebrating the theme of Expo '74, "Preserve the Environment." And he produced 200 murals for display at U.S. border checkpoints. The 4-foot-by-6 foot murals are quintessential **Max**, and that proved to be a problem: the U.S. Customs Service decided it was "inappropriate" to display floating fantasy figures that seemed to evoke the **drug** culture. The murals (which cost the government \$ 300,000) were hung only after President Carter let it be known that he admired **Max's** work.

**Max** says he lives "very simply" now. Home is an eighteen-room duplex in Manhattan that he shares with model Roseanne Vela and his two children by a previous marriage, Adam Cosmo and Libra Astra. The artist, who has long since given up **drugs**, now follows a vegetarian diet. He practices yoga everyday and remains devoted to his guru, Swami Satchidananda.

Moving On: **Max** used to say he painted for the U-25s (people under 25), and he now sees the '80s as a period of "actualization" for that age group. "They've made all the mistakes," says **Max**, "and know now how to go about getting things done right." As for his own future, **Max** refuses to make any predictions. "I want to move on from what I'm doing now," he says, "just as I've moved through my other styles."

Newsweek, June 23, 1980

GRAPHIC: Picture, **Max:** Into the world of fine arts, Bernard Gotfryd -- NEWSWEEK;  
Illustration, A 1978 poster: Muted shades, looser shapes

I have this  
decision

266TH STORY of Level 1 printed in FULL format.

The Associated Press

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April 9, 1981, Thursday, PM cycle

SECTION: Domestic News

LENGTH: 105 words

HEADLINE: Names in the News

DATELINE: NEW YORK

BODY:

A federal judge has thrown out a \$1 million damage suit alleging that artist **Peter Max illegally** used a poster-photograph of rock star Mick Jagger to create a collage painting in 1973.

Photographer Lynn Goldsmith of Manhattan claimed **Max's** collage used a copyrighted photograph she took of the Rolling Stones' lead singer in 1972.

Ms. Goldsmith obtained a copyright registration certificate for the Jagger photograph in November 1979, but U.S. District Judge Lawrence W. Pierce ruled that she had failed to protect her rights when she made agreements for use of the picture in three commercial ventures in 1972 and 1973.

GRAPHIC: Laserphoto NY14

LYNN GOLDSMITH (88%); **PETER MAX** (88%); MICK JAGGER (83%); LAWRENCE W PIERCE (56%);

## **Peter Max**

December 11, 2000

The Honorable William J. Clinton  
President of the United States  
The White House  
Washington, DC 20500

Dear Mr. President,

When we first met in 1992, I never thought that nine years later I would find myself writing you to ask for your assistance with a matter of deep personal concern to me. Throughout your years in public service you have always had the unique ability to relate to the problems and concerns of people throughout the world.

You have said, "I feel your pain." Today I am deeply pained. During the past few weeks Americans across our nation have been awaiting the results of the election. This close election has taught every American the importance of their vote. In 1958, I was fortunate enough to be naturalized as a citizen of this wonderful land. My voyage to this country was the result of my family's flight from Germany to avoid the ravages of Hitler's final solution. My parents fled Germany, to sail to China and their search for a home brought us to America. From my first day as an American citizen I have cherished the freedom that I was given. Yet now, I find myself having squandered the privileges of my citizenship. I squandered those rights by committing a wrong against my country. I committed tax fraud. My actions were wrong and I am deeply sorry for this wrong. I am now a convicted felon and thus am denied my rights as a citizen; most importantly my right to vote.

Mr. President, because five years have not passed since I completed my sentence, I am not eligible to seek a pardon from you under the guidelines of the Department of Justice. You have, however, within your powers the plenary authority to grant me a pardon for my wrongdoing, thereby restoring my rights and ability to vote. Without your intervention, the rights I cherish cannot be restored. Not without merit, my conviction has placed a stigma on my character that has caused several charitable groups I have worked with for years to shy away from my offers of assistance. This is not because they do not trust me or because they do not want my help, but because they fear it may be damaging to their cause to be associated with a wrongdoer.

Throughout my career I have devoted thousands upon thousands of hours volunteering my art and myself to help others. The enclosed CD-ROM contains over 300 letters attesting to my charitable work. I have always been and will always be committed to helping others. This commitment was emblazoned as a result of my experiences. Only through your intervention will I be able to have impediment of this conviction removed to give me the ability to work freely to continue to help others, as I have done for decades.

As you are aware, in 1997 I plead guilty to one count of conspiring to defraud the Internal Revenue Service (IRS) in violation of 18 U.S.C. section 371 and two counts of tax evasion in

violation of 26 U.S.C. section 720. Immediately following my plea before Judge Kimba Wood, I began serving my sentence of sixty days. In addition to this incarceration, in less than a year, I performed 800 hours of community service with the Children's Aid Society. I have fully repaid the government for all fines, taxes and penalties totaling approximately \$2.7 million and fully cooperated with the I.R.S. in determining my liabilities.

I know numerous individuals seek your pardon and that only those warranting your approval are granted. I also know that the act I committed was wrong. I cannot undo this wrong but I am dedicated to seeing that I can work to do good for others as a way of continuing to show my commitment to make this world a better place.

In closing, I wish to thank you for all you have done for our nation. During the years I have been blessed to have the chance to work with you in advancing many worthy causes. I respectfully ask, in fact plead, that you consider using your powers to restore my rights and privileges as a citizen. I have abused my rights and I deeply regret that and pray that you can find it in your heart to pardon me. In advance, thank you for considering this petition.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Max". The signature is written in a cursive, flowing style with a large initial "P" and a long, sweeping tail.

Peter Max

PHOTOCOPY  
MISC. HANDWRITING

*M. Clarke*

# David Pryor

January 2, 2001

The Honorable Bill Clinton  
The President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mr. President:

I am writing you to humbly request you grant a full pardon to Peter Max, the noted artist, for a tax evasion matter that occurred many years ago.

Peter has pled guilty to this offense. He has paid his price to our government and to our society. He has given so much of his time, resources and artistic energies to our country, and I hope these gifts will be recognized in mitigation of his offense. Peter is a remarkable person, a true friend, and I don't think I have ever met anyone who loves America more. In my opinion, your granting a pardon for this fine individual would be met with only positive reactions. I know of no one (with the exception of the IRS) who might oppose removing this stigma from this man's life.

Please Mr. President, consider this. It will be an act of true justice.

Respectfully,



David Pryor

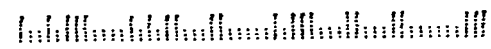
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David Pryor  
2701 Kavanaugh Blvd., Suite 300  
Little Rock, Arkansas 72205



The Honorable Bill Clinton  
The President  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500-2000

20500-2000



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## Clinton Presidential Records

This is not a presidential record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

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This marker identifies the former location of a 3.5 floppy diskette. The files from this diskette have been processed and are available on compact disc.

The compact disk will be placed in a folder located at the end of this collection in the Electronic Records section.

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Collection/FOIA: Clinton Presidential Records  
Counsel Office  
Cabe, Meredith  
2006-1704-F

Diskette Title: Peter Max

New Folder Title: Peter Max [Disk]

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# Clinton Library Transfer Form

Case #, if applicable	2006-1704-F	Accession #			
Collection/Record Group	Clinton Presidential Records	Series/Staff Member	Cabe, Meredith		
Subgroup/Office of Origin	Counsel's Office	Subseries			
Folder Title	Peter Max	OA/ID Number	24950	Box Number	
Description of Item(s)	CD - Peter Max Letters				

<b>Donor Information</b>					
Last Name:	First Name:	Middle Name:	Title:		
Affiliation:	Phone (Wk):	Phone (Hm):			
Street:	City:	State (or Country):	Zip:		

Transferred to:	Audio/Visual Department
Other (Specify):	out to DB for processing on 01/12/2015; returned t

Transfer Point	During Processing
New Location	AV regular storage on 12-3-9-3

Transferred by:	Jennifer Caddell
Received by:	John Keller

Date of Tranfer	4/27/2011
Date of Receipt	5/4/2011