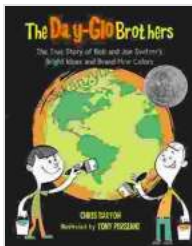


# Meet the Day-Glo Brothers: The Visionaries Behind the Psychedelic 60s

In the early 1950s, two brothers from Cleveland, Ohio, had a vision. They wanted to create a new kind of paint, one that would be brighter and more vibrant than anything else on the market. They experimented with different chemicals and pigments, and eventually they came up with a formula that they called "Day-Glo."



## The Day-Glo Brothers: The True Story of Bob and Joe Switzer's Bright Ideas and Brand-New Colors by Chris Barton

★★★★☆ 4.6 out of 5

Language : English

File size : 6374 KB

Screen Reader : Supported

Print length : 74 pages



Day-Glo paint was an instant success. It was used to create eye-catching signs, posters, and clothing. It was also used in art and design, and it quickly became a symbol of the psychedelic 60s. The Day-Glo Brothers, Bob and Joe Switzer, became known as the "Kings of Color."

The Day-Glo Brothers' story is a fascinating one. It is a story of innovation, creativity, and success. It is also a story of the power of color to change the world.

## The Early Years

Bob and Joe Switzer were born in Cleveland, Ohio, in the early 1930s. Their father was a sign painter, and the boys grew up surrounded by art and design. From an early age, they showed a talent for painting and drawing.

In the early 1950s, Bob and Joe began experimenting with different types of paint. They wanted to create a paint that would be brighter and more vibrant than anything else on the market. They tried different chemicals and pigments, and eventually they came up with a formula that they called "Day-Glo."

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## **The Psychedelic 60s**

The 1960s were a time of great social and cultural change. The Day-Glo Brothers' paint played a major role in shaping the look and feel of the decade. Day-Glo colors were everywhere, from clothing to cars to album covers. They were a symbol of the optimism and excitement of the time.

The Day-Glo Brothers were at the forefront of the psychedelic art movement. They created posters for concerts and events, and they designed album covers for some of the most iconic bands of the era, including The Grateful Dead and Jimi Hendrix. Their work helped to define the look of the psychedelic 60s.

## **Later Years**

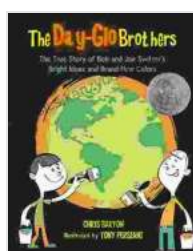
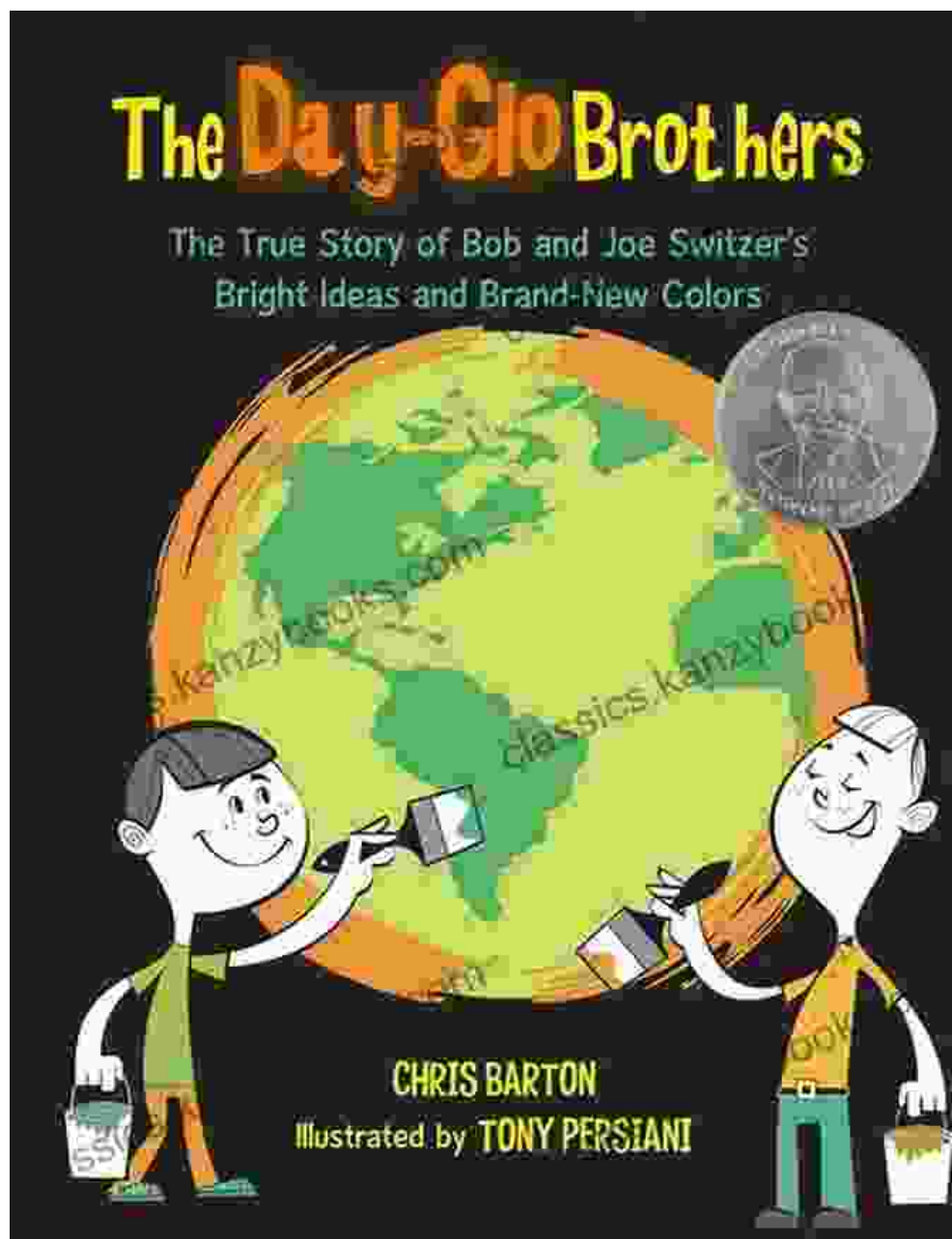
The Day-Glo Brothers continued to work in the art world throughout their lives. They created paintings, sculptures, and other works of art. They also taught workshops and lectured on the history of color. In 2006, they were inducted into the Color Marketing Group's Hall of Fame.

Bob Switzer died in 2016, and Joe Switzer died in 2019. They left behind a legacy of innovation, creativity, and success. Their work continues to inspire artists and designers around the world.

### **The Legacy of the Day-Glo Brothers**

The Day-Glo Brothers were pioneers in the field of color. They created a new kind of paint that changed the way people thought about color. Their work helped to shape the look and feel of the psychedelic 60s, and it continues to inspire artists and designers today.

The Day-Glo Brothers' story is a reminder of the power of innovation and creativity. It is a story about the importance of following your dreams, no matter how crazy they may seem. It is a story about the power of color to change the world.



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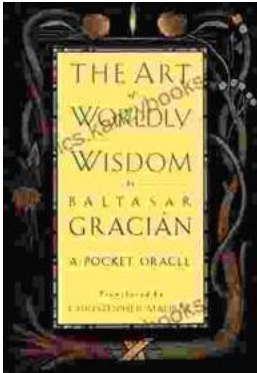
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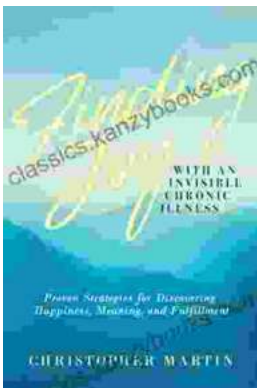
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