

## Pop Culture Timeline

### 1970s

**1973:** Season 7, Episode 20 of the TV series “Mission: Impossible,” “The Pendulum,” featured Central Library (now Geisel Library) as the “World Resources Ltd.” headquarters.

**1978:** UC San Diego alumni John DeBello and Steve Peace unleashed the sci-fi spoof “Attack of the Killer Tomatoes” on an unsuspecting world; the third film in the series, released in 1990, called “Killer Tomatoes Strike Back,” featured Central Library (now Geisel Library) as a spaceship.

### 1980s

**1981-1989:** The TV series “Simon & Simon” featured Central Library (now Geisel Library) in its opening credits (photo at right →).

**1985:** Screenwriter of the cult horror film “Night Train to Terror,” Philip Yordan, who was also a UC San Diego professor at the time, featured the exterior of Central Library (now Geisel Library) as the business office for Richard Moll’s character, James Hansen.



### 1990s

**1999:** Spike Lee created six public service announcements for the U.S. Navy and one of them involved filming near the entrance of Geisel Library, relaying how military service can fund higher level learning.

### 2000s

**2004:** In the film “Funky Monkey,” there are several scenes that take place in and on the ground of Geisel Library, which is named Z.I.T. in the film. Scenes included a character parachuting to the back of the Library and another scene where a character is riding a motorcycle off the forum level of the Library.

**2006:** The science fiction novel “Rainbows End” featured Geisel Library as a major plot point of the story, which included a conspiracy that all the books in the Library would cease to exist physically causing the

Library to be destroyed and all books rendered into an online database. This conspiracy would later come to cause a major protest against the destruction of the Library and physical books.



**2006:** The opening sequence of the TV series “Veronica Mars”, was filmed on the UC San Diego campus at Warren Mall. Various recognizable UC San Diego landmarks can be seen, including Geisel Library. Photo on the left (←) taken from the opening credits.

**2007:** Geisel Library can be seen in the background of the TV series “John from Cincinnati.”

**2008:** Scenes in the IMAX film “The Proud American” were filmed inside of Geisel Library.

**2009:** In the episode of “How I Met Your Mother,” Josh Radner’s character, Ted Mosby, referenced Geisel Library.

## 2010s

**2010:** A photo of Geisel Library on a wall is referred to as the “Chatky Headquarters in Kyoto” by an architect who is showing samples of his work in a Kohler commercial.

**2010:** The popular film “Inception” featured a snow fortress which closely resembled Geisel Library (photo at right →), appearing to have been inspired by the building.

**2010:** Kaboom, a science fiction mystery comedy film, featured a shot of Geisel Library.

**2012:** Adult Swim remade the iconic “Simon & Simon” opening credits that included a shot of Geisel Library. The remake starred actors Jon Hamm, Adam Scott, and Jeff Probst.



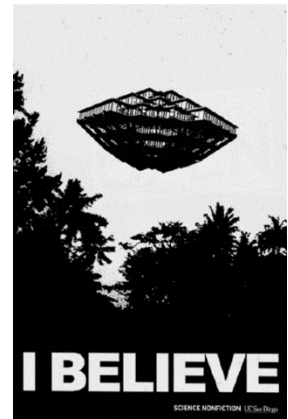
**2013:** “Motor Trend Magazine” featured numerous automobile advertisements and articles with Geisel Library in the background. Photo at left (←) shows the vehicles parked outside the Geisel entrance.

**2016:** Geisel Library served as the backdrop for an episode of Food Network's "Cake Wars" (photo at right →). The Dr. Seuss-themed episode required contestants to design a cake that featured their own version of a Seussian character as well as two surprise ingredients: green eggs and ham. The winning creation was featured at a celebration with UC San Diego students on Geisel Library's Forum Level.



**2017:** Geisel Library is front and center on the album cover (photo at left ←) of Finnish band Circle's metal album "Terminal."

**2017:** UC San Diego launched its nontraditional "Science Nonfiction" campaign, which was featured at San Diego's most visible annual event, Comic-Con International. Photo at right (→) shows the campaign creative identity used on merchandise that made an appearance at the event.



2020s



**2020:** Geisel Library is the inspiration for the album cover art of Alan Walker and Hans Zimmer's official remix of the classic song "Time," a part of the "Inception" soundtrack. Photo at left (←) is the official album cover art.