

For Immediate Release
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POP AUSTIN

INTERNATIONAL ART SHOW

POP AUSTIN INTERNATIONAL ART SHOW EXCITES ART LOVERS AROUND STATE AS INAUGURAL WEEKEND APPROACHES OCT. 17-19

POP Austin surprises Austin with five cutting-edge public art installations in the past three weeks; announces official event sponsors, and presents lineup for the "POP Talks" - a contemporary art lecture series for weekend attendees

(AUSTIN, TEXAS – October 2014; source: Juice Consulting) – The art world waits in great anticipation as **POP Austin** brings its inaugural international art show to Austin, Texas this **Oct. 17–19**. The event will merge art and lifestyle in an annual three-day, interactive art show showcasing and selling art from some of the most renowned contemporary artists from around the world including **Andy Warhol, Takashi Murakami, Gao Brothers, Gerard Rancinan, Mr. Brainwash** and **Shepard Fairey**, among many others. The show will take place **Fair Market** located at **1100 East Fifth St., Austin, Texas 78702**. The weekend will kick off with a ticketed **VIP Opening Party** on **Friday, Oct. 17** from **7 to 11 p.m.** for sponsors, collectors, and art enthusiasts. POP Austin will remain open to the public on **Saturday, Oct. 18** and **Sunday, Oct. 19** from **10 a.m. to 8 p.m.** Children 10 and under are free with a ticketed adult. For ticket pricing and information, please see: www.popaustin.com.

"This will be a first for art collectors, bringing in a rather extensive group of the most sought after contemporary artists and their works for both direct viewing and purchase in one location, at one time," said **Dr. John Hogg, POP Talks Speaker and Board Member of the Mexic-Arte Museum**. "A rare opportunity for both new and seasoned collectors. Watch out Art Basel!!"

Event sponsors include: **Audi Austin, Silver Car, Den, Fair Market, Design Within Reach, Preacher, un.box studio, Werd Productions, Padre, Ryderking Creative, Workforce HQ, Juice Consulting, Formed, Inc., Rent-A-Grandson Handyman, Dos Equis, Tito's Handmade Vodka, Cuvee Coffee** and **GoodPop**. Media sponsors include **Austin Way, The Austin Chronicle, PaperCity, CultureMap Austin** and **Do512**. Cultural partners include **Art Alliance Austin** and **Big Medium**.

- more -

In the last three weeks, POP Austin has surprised the Austin community with five public art installations around the city, each by a different participating artist. These Texas-sized murals and installations pay homage to and create excitement about pop art. POP Austin's public art installations can be seen at the following locations:

Installation 1: Popsicle by **Art Seen Alliance**, sponsored by **GoodPop** (corner of Cesar Chavez and Congress)

Installation 2: "Conservatorium of Infinite Wisdom, Sustenance & Guidance" by **Jason Archer** (901 E. Sixth St.)

Installation 3: "More is Not Enough" by **Tony Diaz** (corner of Fifth Street and Colorado)

Installation 4: Video installation by **Bob Deum, Jason Archer, Galina Bleikh** and **Elena Serebryakova** (Frank's at Fourth Street and Colorado). Video footage from the premiere can be seen here: <https://www.youtube.com/watch?v=qM9VQJt8-Dg>.

Installation 5: "Black and Blue" by **Eric Pieper** and **Alex Roka** (E. Fourth Street and Interstate 35 feeder)

On Saturday and Sunday of the show, POP Austin will also feature "**Pop Talks**" - a series of lectures from specialists with expertise ranging from Chinese contemporary art to street art that is open to attendees. The Pop Talks will consist of influential business owners, specialists, and artists telling stories related to their interest and knowledge of the arts. The POP Talks speaker schedule is as follows:

Saturday, Oct. 18:

12 to 12:30 p.m.

Speaker: **John Hogg** (Board Member- Mexic-Arte Museum): "The Art of Displaying Collections"

1 p.m. to 1:30 p.m.

Speaker: **Brian Sharples** (Collector/ CEO Home Away): "The Art of Building a Brand"

2 p.m. to 2:30 p.m.

Speaker: **Greg Smith** (Collector and Owner of Exhibit A Fine Art & Editions): "The Art of Collecting Art"

3 p.m. to 3:30 p.m.

Speaker: **Lily Zhang** (Vision Gallery of Beijing): "Exploring Chinese Contemporary Art"

4 p.m. to 4:30 p.m.

Speaker: **Arno Elias** (Artist): "Inside the Mind of the Artist"

5 p.m. to 8 p.m.

Reception

Sunday, Oct. 19:

12 p.m. to 12:30 p.m.

Speaker: **Asa Hursh** (Executive Director of Art Alliance Austin) and **Shea Little** (Executive Director of Big Medium): “The Push & Pull of Austin Art”

1 p.m. to 1:30 p.m.

Speaker: **Tito Beveridge** (Collector and CEO of Tito’s Handmade Vodka): “Perseverance & Overcoming Failure”

2 p.m. to 2:30 p.m.

Speaker: **Greg Smith** (Collector and Owner of Exhibit A Fine Art & Editions): “Word Art - The Power of Language and Symbols”

3 p.m. to 3:30 p.m.

Speaker: **Darrell Windham** (Chairman of the Board of Trustees of The Contemporary Austin): “The Merger of the Austin Museum of Art & Arthouse Into The Contemporary Austin and its Ongoing Plans & Progress”

4 p.m. to 4:30 p.m.

Speaker: **Bale Creek Allen** (Artist): “Inside the Mind of the Artist”

5 p.m. to 8 p.m.

Reception

POP Austin was founded by four individuals, each with a passion for art and an extensive experience in either the gallery world, as collectors or as creative entrepreneurs. The team consists of: **Matt Randall, Executive Director; Lana Carlson, Curator; Amanda Huras, Director of Brand; and Steve Carlson, Creative Director.** The POP team is based out of Austin and Los Angeles and has global experience in gallery management, entrepreneurial start-ups, the fashion industry, as well as production and promotion.

Some of the esteemed global artists to be featured at the event are listed below. Works for the show are being shipped in from Paris, New York, Los Angeles and Miami. Two celebrated local Austin artists **Bale Creek Allen** and **Jason Archer** will also be featured.

Artists to be shown at POP Austin include:

Andy Warhol

Adam Batchelor

Alex Monopoly

Andrea Fellers

Arno Elias

Bale Creek Allen

Beb Deum

Bleikh Gala & Serebryakova Elena

Chad Muska

- more -

Denial
Feng Zhengjie
Finell
Gerard Rancinan
Gao Brothers
Guo Wei
Harif Guzman
Huang Yan
Huang Zhen
Jason Archer
Jin Bo
Massimo Vitali
Mathieu Bitton
Mike Fabrega
Mr. Brainwash
MYK
Pasquale Cuppari
Patrick Martinez
Peter Gronquist
Retna
Richard Meier
Risk
Robert Cottingham
Robert Indiana
Shepard Fairey
Speedy Graphito
Serena Bocchino
Sui Jianguo
Takashi Murakami
Ted Lawson
Ugo Nonis
Wu Yalu
Yang Qian
Yin Kun
Zhang Xiaogang

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MEDIA NOTE:

For media passes to the **Oct. 17 VIP** event or for general inquiries, media tours and coverage, please contact the team at Juice Consulting:

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POPAUSTIN

INTERNATIONAL ART SHOW

OCT 17-19 2014 AT FAIR MARKET

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