

For Immediate Release
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POP AUSTIN

INTERNATIONAL ART SHOW

POP AUSTIN ANNOUNCES 2015 PARTNERSHIP WITH CIRCUIT OF THE AMERICAS

TICKETS ON SALE WEDNESDAY AT 10 A.M.

POP AUSTIN is proud to provide cultural programming for the 2015 Formula 1 United States Grand Prix weekend; In addition to the downtown light-based art show 'Illumination' Oct. 22 to 25, POP will host satellite art show at Circuit of The Americas during F1 race weekend

(AUSTIN, TEXAS – August 3, 2015; source: Juice Consulting) – **POP AUSTIN** is thrilled to announce an official 2015 partnership with **Circuit of The Americas**. In addition to the downtown light-based art show “Illumination” this Oct. 22 to 25, POP will host a satellite show for all ticket holders at the **2015 Formula 1 United States Grand Prix** race weekend.

“It’s an honor to have POP AUSTIN provide cultural programming during the 2015 Formula 1 United States Grand Prix weekend,” said **Sharilyn Mayhugh, Managing Director, Circuit of The Americas**. “Their inaugural show was deemed a huge success, met with rave reviews and Austin was quick to embrace POP as its own. Music has long been at the center of Austin’s identity, now the work being done by POP is making a significant contribution to our city’s identity in the art space. POP’s satellite show at COTA over the USGP weekend will serve as an additional cultural experience for race goers to enjoy, and communicate to our visitors from out of town that Austin’s culture and international appeal is ever growing.”

POP AUSTIN’s keystone show “Illumination” will take place at **Fair Market** located at **1100 East 5th St., Austin, Texas 78702**. The show will kick off with a ticketed **VIP Opening Party** on **Thursday, Oct. 22** from **8 to 11 p.m.** for art enthusiasts, collectors and sponsors. POP AUSTIN will remain open to the public on **Friday, Oct. 23, Saturday, Oct. 24** and **Sunday, Oct. 25** from **10 a.m. to 6 p.m.** daily. Tickets for regular show hours over the weekend are \$40 per person and children 12 and under are free with a ticketed adult. Tickets for the VIP opening night event are \$200 per person.

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Tickets can be purchased as of this Wednesday at 10 a.m. at www.popaustin.com/tickets. For additional information, please see: www.popaustin.com.

The United Nations named 2015 as the “International Year of Light.” In celebration, “Illumination” will feature a number of light-based works by celebrated artists such as **Carlo Bernardini, Hans Kotter, Jeongmoon Choi, Nonotak** and **Adela Andea**, among others from around the world. Select local Austin artists will be featured in the show and works will be shipped in from Europe, Asia, New York and Los Angeles. The works and installations will provide an interactive and immersive atmosphere for guests of all ages.

“We are really excited about this partnership with COTA,” says **Steve Carlson, Creative Director & Co-founder of POP AUSTIN**. “It furthers our goal of extending the show’s weekend programming by having multiple activations throughout the city. Formula One weekend attracts an internationally diverse crowd and our vision is to have all those who attend recognize Austin as more than a town of artists, but a capital of culture.”

The satellite art show at Circuit of the Americas taking place over Formula One weekend will feature the works of many celebrated artists including **Andy Warhol, Richard Orlinski, Micky Hoogendijk, Desire Obtain Cherish, Shane Guffogg** and several more to be announced.

The POP AUSTIN satellite show will be a scaled down version of the larger show we did last year in 2014,” says **Courtney Moreau, Pop Austin’s Executive Coordinator**. “The show will take place amidst the excitement of the races and feature artists from around the world, as well as local artists as well.”

Last year’s POP AUSTIN show saw over 4,800 visitors over the weekend including 1,600 on the VIP opening night. The show included art from over 12 countries featuring artists such as **Andy Warhol, Takashi Murakami, Gao Brothers, Gerard Rancinan, Mr. Brainwash** and **Massimo Vitali** among many others, as well as local Austin artists **Bale Creek Allen, Jason Archer** and **Todd Sanders**. POP also featured a variety of high-level speakers over the weekend during its “POP Talks” and unveiled five pieces of public art throughout downtown Austin in the weeks leading up to the show. The 2014 POP AUSTIN Official Afterparty, called “Lighting the Way,” was presented by **Silvercar** and featured local and international neon artists.

“Austin embraced this concept in ways that we never expected and we are thrilled to be back for our second year,” said **Lana Carlson, Co-Founder and Chief Curator**. “We touched on the subject of light art last year by hosting a satellite neon show, and this year ‘Illumination’ will be much more extensive. While selecting the theme for this year’s show, several wonderful light artists kept catching my eye. I’ve been intrigued by this medium for years and it is fulfilling my goal of making the show more interactive and multi-dimensional.”

“The POP AUSTIN International Art Show is fresh, fun and smart, bringing in hundreds of stylish, mindful people,” stated **Michael Barnes of the Austin American-Statesman** about last year’s event. “The luscious art made one feel as if the whole building had been transported from Chelsea or Miami or some such contempo spot. I kept hearing remarks among even skeptics like: ‘Breathtaking.’ ‘Sensational.’”

"With its return this year, and the relocation of its directors to this city, POP AUSTIN is showing all the signs that it is serious about becoming a consistent and rooted element of the expanding Austin contemporary art ecosystem," said **Seth Orion Schwaiger, Art Critic for Arts + Culture, Glasstire, and The Austin Chronicle**. "Through exhibition of external internationally recognized artists alongside a few select local highlights, POP AUSTIN has demonstrated its ability to attract a crowd and tap into a stubbornly unresponsive art market. If they can build on that inertia, they will undoubtedly fix their place in the rapidly filling and significantly more exciting Austin arts calendar of coming years."

"Last year POP AUSTIN added a new and important dimension to the Austin art scene," said **Asa Hursh, Executive Director of the Art Alliance Austin**. "I am excited that POP AUSTIN is bringing back their show for a second year. I look forward to again seeing this unique exhibition."

"POP AUSTIN is truly phenomenal," said **Dr. John Hogg, Collector & Board President of Mexic-Arte Museum and featured 2014 "POP Talks" speaker**. "It would be exceptional anywhere, but to have that exhibition in our home town is incredible. It is a must see event, and tons of fun. And, a smart way to start, or add to, your investment/collection."

POP AUSTIN will again merge art and lifestyle in an annual three-day, interactive art show. POP continues to focus on providing a platform for established and emerging international artists, as well as local artists here in Texas. More information on this not-to-be-missed event will be released in the coming months leading up to the show. For ticket sales and general information, please see www.popaustin.com.

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MEDIA NOTE:

For interviews, general inquiries, media passes to POP AUSTIN or on-site event coverage, please contact the team at Juice Consulting:

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POP AUSTIN

INTERNATIONAL ART SHOW

SECOND ANNUAL POP AUSTIN INTERNATIONAL ART SHOW RETURNS THIS OCT. 22-25

This year's POP AUSTIN International Art Show will take place during Formula One weekend debuting the city's first ever international survey of 'light-based art'

(AUSTIN, TEXAS – June 2015; source: Juice Consulting) – **POP AUSTIN**, one of the most exciting contemporary art events to ever take place in Austin, Texas, returns for its second year. This year's show will take place during Formula One weekend **Oct. 22 to 25** at **Fair Market** located at **1100 East 5th St., Austin, Texas 78702**. The weekend will kick off with a ticketed **VIP Opening Party** on **Thursday, Oct. 22** from **8 to 11 p.m.** for art enthusiasts, collectors and sponsors. POP AUSTIN will remain open to the public on **Friday, Oct. 23, Saturday, Oct. 24** and **Sunday, Oct. 25** from **10 a.m. to 6 p.m.** daily. Children 10 and under are free with a ticketed adult. Tickets go on sale in August. For ticket pricing and artist information, please see: www.popaustin.com.

Last year's event saw over 4,800 visitors over the weekend including 1,600 on the VIP opening night. The show included art from over 20 countries featuring artists such as **Andy Warhol, Takashi Murakami, Gao Brothers, Gerard Rancinan, Mr. Brainwash** and **Massimo Vitali** among many others, as well as local Austin artists **Bale Creek Allen, Jason Archer** and **Todd Sanders**. POP also featured a variety of high-level speakers over the weekend during its "POP Talks" and unveiled five pieces of public art throughout downtown Austin in the weeks leading up to the show. The 2014 POP AUSTIN Official Afterparty, called "Lighting the Way," was presented by **Silvercar** and featured local and international neon artists.

"Austin embraced this concept in ways that we never expected and we are thrilled to be back for our second year," said **Lana Carlson, Co-Founder and Chief Curator**. "We touched on the subject of light art last year by hosting a satellite neon show, and this year will be much more extensive. While selecting the theme for this year's show, several wonderful light artists kept catching my eye. I've been intrigued by this medium for years and it is fulfilling my goal of making the show more interactive and multi-dimensional. It also seemed like perfect timing given the popularity of all the nationally celebrated neon artists who reside here in Austin."

The esteemed artists that will be featured in the 2015 show will be announced this summer. Several global and local artists will also be featured in the show and works will again be shipped in from Paris, New York and Los Angeles.

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"POP AUSTIN put on an amazing show last year, it has brought something to Austin that is desperately needed and has proven there is a growing market here for serious art collectors," said **2014 participating POP Austin artist, Jason Archer**.

POP AUSTIN will again 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. POP AUSTIN will focus on the traditional art collector as well as influential young professionals and art enthusiasts. More information on this not-to-be-missed event will be released in coming months leading up to the show. For more information, please see www.popaustin.com.

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