

MEDIA INFORMATION



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OPEN CALL FOR ARTISTS OF ALL MEDIUMS TO SUBMIT ORIGINAL WORKS TO RED BULL ART OF CAN IN DALLAS -- Juried Pop Art Exhibition Coming to Galleria Dallas This Summer--

DALLAS, TX. - March 1, 2010 - Red Bull Art of Can is a national juried exhibition featuring artwork in a variety of media that have one thing in common—they are all inspired by Red Bull or crafted from the iconic blue and silver cans. The juried exhibition is open to anyone with a flair for creativity and the talent to transform an original concept into a compelling piece of art that can be shared with a public audience. **Registration is free and open to artists nationwide through May 10, 2010.**

Sculptures, paintings, digital/graphic designs and various forms of mixed media will all be considered. Registration forms and details can be accessed at <http://www.redbullartofcan.com>.

MAKING THE CUT

Red Bull Art of Can has very few rules, but there are a few guidelines. All artwork must be inspired by Red Bull or incorporate the aluminum can. And, all artwork must be submitted to the Dallas drop off location or postmarked by May 10, 2010. No exceptions.

Submitted pieces will be critiqued by a prominent panel of Dallas judges. Approximately 40 pieces (those with the highest scores) will be accepted. Judges will review each piece based on the three Cs - **Creativity** (overall idea behind the piece), **Conceptual execution** (how well the piece translates the idea) and **Construction** (the quality of production/final presentation).

A select number of pieces from the exhibition will also be included in the advertising campaign. Additionally, judges will award top honors to the three most compelling creations. First place honors includes an all-expense paid trip for two to Art Basel Switzerland—the world's premier modern and contemporary art fair. The second place artist(s) will win an all-expense paid trip for two to Art Basel in Miami. Third place will be honored with a customized local art experience.

'ALUMINATED' VISION

The blue and silver Red Bull cans have captured the imagination of thousands of artists worldwide. They have inspired works of art representing the fuel and energy they provide. Works from past exhibits include a powerful bull kicking a china cabinet; a giant Texas sized cowboy boot; a spectacular dragon sculpture soaring above clouds; a glowing six-foot-tall beehive complete with a colony of swarming bees, an interactive computer program that generates 'canned' digital sculptures; a glittering, floor-length ballroom gown; and portrait of President Barack Obama himself. That's just to name a few.

The 2010 Red Bull Art of Can Dallas Exhibition will be hosted July 31-August 22 in a unique custom-designed art space at the Galleria Dallas in Dallas, Texas. Dallas has firmly secured its position as an internationally-recognized mecca of visual and performing arts. Other U.S. cities that

have hosted Red Bull Art of Can exhibits include Boston, Atlanta, Washington D.C., Miami, Houston, Philadelphia and Chicago. Red Bull Art of Can has a long international history which began in Europe in 2000. Since its inception, exhibits have been hosted all over the world including Prague, Switzerland, London, Dublin, Dubai, Budapest, Vienna, Warsaw and Amsterdam.

To register and learn more about Red Bull Art of Can, visit www.redbullartofcan.com. For media inquiries, photos, video or interviews, please contact Andrea Dorsett at 214-957-5990 or Andrea.Dorsett@us.redbull.com.

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