

**Eco-LA to Present “Layers in Motion; the Art of Dance”.**  
**Art/Dance Fusion Event Created on a Huge Recycled Billboard Will be Seen by Millions.**



Peter Schulberg and the Eco-LA Gallery ([www.eco-logicalart.org](http://www.eco-logicalart.org)) in association with dancer Caitlyn Carradine, and artist GENE, are pleased to present “**Layers in Motion; the Art of Dance.**” The unique theatrical fusion art and “paint” dance one-night event, with live music performed by The Good Listeners, premieres **Friday December 7th, 2007 at 7:30 PM**

“**Layers in Motion**” features a first act “paint dance” by Caitlyn Carradine and her L.A.C.E. Theater dance company ([www.lace-theater.com](http://www.lace-theater.com)). Carradine (of the acting Carradine’s) is a professional ballerina who trained for seven years at the famed Vienna State Opera Ballet School. Upon her return to the U.S. she started choreographing original dance pieces and capturing them—literally with paint. The “paint prints” have since evolved into are more than a simple visual record of the performance; as executed by Carradine they ascend into the realm of captured motion art.



Of the process Carradine says, “Though a classically trained ballerina, I’m also a painter who was raised to think and work outside the box; every member of my family is an artist who blurs the lines between *at least* two art forms.” For Carradine “paint dancing” evolved naturally. “I always used imagery when I danced, now I imagine my feet as the brushes, the stage my canvas.” The canvass this time a 14 by 48 foot recycled billboard that was destined for a landfill.



The second act of “Layers in Motion” features a new work by the artist GENE ([www.studiogene.com](http://www.studiogene.com)) who will add huge dance figures over Carradine’s paint dance. An artist all his life, as a professional graphic designer Gene’s client list includes the likes of Eminem, Nelly, Janet Jackson, Image comics and JNCO Jeans, among others. GENE’s personal art; large, engaging and fluid is particularly well suited to “Layers in Motion.”

A dancer himself at one point, his imagery reflects the dynamism of movement. “I try to pour energy into the images, wielding paint at the surface, and creating while in motion.” And while GENE has participated in many “live painting” events creating on this scale was an offer he finds exhilarating.

Once completed the “Layers in Motion” canvass joins a dozen other original art pieces painted on recycled billboard vinyl that will be part of the “**ReVisions**” public art event. Scheduled to go on display on actual billboards across Los Angeles by January 12, 2008, it is estimated that the huge art pieces will ultimately be seen over 40 million times by exhibits end.



“ReVisions” comes on the heels Schulberg’s 2007 OFF THE WALL 3, indoor/outdoor exhibit in which discarded billboards were transformed into spectacular works of art. Besides smaller pieces, for the first time the event featured original art on actual 14’ by 48’ recycled vinyls. Up for the run of the gallery show the five original art billboards were seen over 15 million times.



The concept of new art on old billboards came to Schulberg in 2004 when he learned that tons of billboard advertising was tossed into landfills. Schulberg, who makes functional art from recovered materials, felt the waste cried out for a green solution. He also had a desire to turn the billboard vinyl and staid gallery world literally “inside-out.” Going “public” was always part of the plan. “We’re barraged with advertising as we drive around LA. I wanted to offer some alternative visual imagery on the horizon, and to getting art out where people see it, the way they experience the billboards-- but differently.”

The **ReVisions** project is made possible thanks to the cooperation of display heavyweights Van Wagner and CBS Outdoor, and is funded by a grant from the Vinyl Institute. Using actual traffic data it is estimated the art works will be seen 750,000 thousand times daily—making it one of the largest public art events in LA history. For comparison in the first 24 hours more Angelino’s will experience the art than attend all of LA’s major museums in a month.

**ReVisions** officially opens in mid-January but the “renewable imagery” billboard art project kicks off informally weekends starting **December 1<sup>st</sup>** when the public will be invited to the Eco-LA gallery to watch a dozen cutting edge artists painting live an eclectic array of images on the 14 by 48 foot billboards. Besides “**Layers in Motion**” on December 15<sup>th</sup> a **Green Saturday at Eco-LA** street fair be held in front of the gallery featuring “live-painting” kid workshops, tree give-aways, and other eco demonstrations. Also on hand will be green vendors and recycled element artists creating on-site.

The series of events gives Schulberg hope. With Eco-LA now a non-profit, and with hundreds of billboards getting “killed” daily he has plans to create a national billboard art tour, of getting the material into public schools and to providing free mural walls to the inner city kids. “It’s a green win-win whose time has come,” he said. But this new dynamic also recalls an old Native American saying that is one of Schulberg’s guiding reuse touchstones:

**“We do not inherit the earth from our ancestors;  
We are borrowing it from our children.”**

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**EVENTS:**     **Sat/Sun: December 1 & 2, 11 am-6 pm** ReVisions Live Billboard Art Painting,  
                  **Friday, Dec 7, 7:30 pm:** “Layers in Motion; the Art of Dance”  
                  **Sat/Sun: December 8 & 9, 11 am-6 pm** ReVisions Live Billboard Art Painting  
                  **Sat: Dec. 15, 10 am-6 pm** “Green Saturday at Eco-LA” Street Fair  
                  **Sun: December 16, 11 am-6 pm** ReVisions Live Billboard Art Painting  
                  **Sat/Sun: December 22 & 23** Final ReVisions Live Billboard Art Painting

**LAYERS IN MOTION premieres DECEMBER 7, 2007, at 7:30 PM**

**WHERE:** Eco-LogicalART, 4829 West Pico Blvd (just east of La Brea) LA, CA, 90019

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