

## “ReVisions” Eco-Art “Drive-By” Exhibit Hits The Road.

New Art Painted on Old Billboards will go to Oakland and San Francisco for Earth Day.

LOS ANGELES— Peter Schulberg, founder of the non-profit Eco-LogicalART Gallery ([www.eco-la.org](http://www.eco-la.org)) is proud to announce that **ReVisions**, his “drive-by” public art project, will travel to the Bay Area in April. Recently seen over 20 million times in Los Angeles, the 10 original art painted on recycled billboard works will head to San Francisco and Oakland, and premiere on Earth Day (April 22<sup>nd</sup>). In addition to the huge 14’ by 48’ pieces, 24 stunning smaller works of art on vinyl will be on exhibit at the Thoreau Center for Sustainability ([thoreaucenter.org](http://thoreaucenter.org)) located in the historic Presidio. The gallery show will also premiere on April 22<sup>nd</sup> at 5pm and run until May 21st.



**ReVisions/SF** is a unique collaboration of Eco-LogicalART with display heavyweights CBS Outdoor and Clear Channel. The exhibit is made possible in part with a grant from the Vinyl Institute. With the art billboards scattered across the Bay Area, using actual traffic data Schulberg calculates that by months end 1 in 5 every-day residents may catch a view of the “renewable imagery” art.

In addition to the “**ReVisions/SF**” billboard art and fine art presentation, Eco-LA will simultaneously launch “**Gimme Shelter Art!**” an eco-art event for Bay Area middle and high school students. The open call-to-artists project will seek submissions of works themed “The World As I see It/World As I hope It To be”. On Earth Day at the gallery opening the top 25 entries will be chosen. Eco-LA will provide the winners with recycled billboard canvasses on which they will paint their art. The “Gimme Shelter Art!” works will then go on display in 25 Clear Channel bus shelters across the Bay Area by the first week of June.



The sidewalk-to-skyline display of public art has always been one of Schulberg’s goals. “Besides all of us in our cars, it’s a kid on a bike, mother pushing a laundry cart, a truck driver, senior looking up out of a bus window. For a moment something unexpected is seen, experienced.” Schulberg is also excited that the project creates a new billboard paradigm; using what they do best-- the number of views, but selling nothing more than the hope and vision of talented artists, and now students.



The concept of new art on old billboards came to him in 2004 when he learned that tons of billboard advertising is tossed into landfills monthly. Schulberg, who paints and 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”.

So he began experimenting with applying paint to the vinyl and invented a stretching process so that the material could be used as canvases. He then placed notices on art newsgroups offering free canvases and exposure on the exterior of his gallery.

With the word out Schulberg compared the response to the movie *Field of Dreams*. “I was asking artists to work for free, on a weird new material to be exhibited on the exterior on my gallery—hostage to the heat, wind, rain, and a kid with a paintball gun,” Schulberg recalled. But the artists, some who sell for thousands of dollars, came and keep coming. He admires them also for putting their “art” on their sleeves.

To date more than 60 artists have been part of the previous half dozen indoor/outdoor recycled billboard art shows. The events have been attended by over two thousand people and resulted in more than \$30,000 in sales of recycled vinyl art. “As an eco-bonus,” notes Schulberg “more than 20,000 sq ft of pvc vinyl has been diverted from local landfills.”



Besides reusing the base vinyl, for smaller pieces Schulberg encourages artists to be inspired by and work with some of the underlying ad imagery into their work. The outcome, a unique visual “conversation” adds a new dimension to the finished pieces. In one case an Academy Award winning actress’s hair is simply interesting background. In others-- a starving child huddled in the bite of what was once a sandwich ad; the result is unsettling, compelling and unexpectedly profound.



Getting response from the works-- small and large keeps Schulberg going. With hundreds of billboards getting “killed” daily he plans to get the material into public schools, to providing free mural walls to the inner city kids, and to thinking beyond the LA and Bay Area skylines. “I’m looking for a Target or Wal-Mart to sponsor a BIG road trip. Thirty new billboard art pieces (painted on their old vinyls) marching state to state across the country for a year— how good would that be?”

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**WHEN:** Starting Earth Day, April 22<sup>nd</sup> 2008,  
**WHERE;** Billboards across the Bay Area & The Thoreau Center for Sustainability, the Presidio.  
**GALLERY SHOW:** Thoreau Center, building 1014 (Lincoln and Tonrey Ave) SF, CA, 94129.  
**PREMIERE:** April 22<sup>nd</sup>, 5 pm- 8pm.  
**SHOW RUN:** April 22- May 21<sup>st</sup>. Hours 9 am to 5 pm, Monday through Friday.  
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