

Eco-LA to Present “ReVisions”

New Art Painted on Recycled Billboards to be Seen 50 Million Times in the New Year



LOS ANGELES— Peter Schulberg, owner of the non-profit Eco-LogicalART Gallery (www.eco-logicalart.org) continues to aim sky high in his determination to think outside the public art box. With “**ReVisions**”, his recycled billboard art events slated for Los Angeles and San Francisco, Schulberg’s “drive-by” art exhibit will be seen 50 million times in the New Year. The gallery and “street” premiere of **ReVisions** is **January 12, 2008 at 6pm**.

The ambitious project, made possible with the cooperation of display heavyweights Van Wagner and CBS Outdoor, and thanks to a grant from the Vinyl Institute, features 15 original art billboards that will go on exhibit across the city of Los Angeles. Using actual traffic data it is estimated the works will be seen 750,000 thousand times by day one—making one of the largest public art events in LA history. By comparison in the first hour more Angelino’s will experience the art than attend the famed Getty Museum in a week.



While **ReVisions** officially premieres in mid-January the “renewable imagery” billboard art project kicks off informally weekends starting **December 1st** when the public will be invited to the Eco-LA gallery to watch a dozen renowned and cutting edge artists painting live an eclectic array of images on the 14 by 48 foot billboards.



Highlights of the month include “**L**ayers in Motion” (Dec. 7, 7:30 pm) an event with artist/dancer Caitlyn Carradine, and her troupe (www.lace-theater.com). The classically trained Carradine (of the acting Carradine’s) “dances with paints”—in this case on a billboard. A second act features artist GENE (www.studiogene.com) who will live-paint huge dynamic dancers over the memory paint trails of the just created choreographic art of Carradine.

On Saturday, December 15th a “**Green Saturday at Eco-LA**” street fair will take place in front of the gallery featuring “live-painting” kid workshops, tree give-aways, and other eco demonstrations. Also on hand will be green conscious vendors and recycled element artists creating on-site.

ReVisions comes on the heels Eco-LA’s 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 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*.

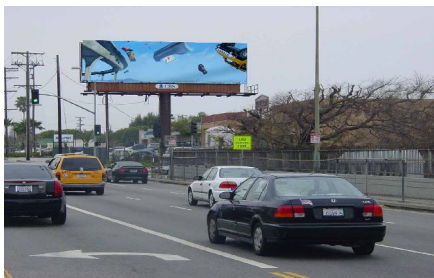
“I was asking artists to work for free, on a weird new material to be exhibited on the exterior on my gallery—hostage to the heat, wind, rain, and a kid with a paintball gun,” Schulberg recalled. “But the artists, some who sell for thousands of dollars, came and keep coming.”

To date more than 60 artists have participated in the three previous OFF THE WALL shows. The events attracted hundreds of visitors to the Eco-LogicalArt gallery and resulted in more than \$25,000 in sales of recycled vinyl art. “As an eco-bonus,” Schulberg noted, “more than 10,000 square feet of pvc vinyl has been diverted from local landfills.”



Besides reusing the actual vinyl for smaller gallery 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” results in, as he says “not art *or* commerce, but art *from* commerce”. In some cases an Academy Award winning actress’s hair is simply interesting background. In others-- a starving child huddled in the bite of what was a sandwich ad; the result is compelling and unexpectedly profound.

The warm response generated by the first two OFF THE WALL exhibitions gave Schulberg the idea of expanding the show’s reach by returning some of the vinyl canvases to the place where they began—that is, to actual billboards. “We’re barraged with advertising as we drive around LA. I wanted to offer some different visual imagery on the horizon, and to getting art out where people see it, the way they experience the billboards-- but differently.”



Schulberg’s hopes for his eco-logical art experiment continue to rise. 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.”**

DEC. EVENTS: Sat/Sun: December 1 & 2, 11 am-6 pm ReVisions Live Billboard Art Painting,
Friday, Dec 7, 7:30 pm: “LAYERS in Motion” paint dance C. Carradine and GENE.
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

“ReVisions” opens Saturday, January 12, 2008, 6 pm-11 pm

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

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