

For Immediate Release

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Concrete Alchemists Transform Grey Blank Walls into Colorful Works of Art

Concrete Alchemy is a tour of 15 visual artists visiting five major urban centers on the East Coast. It is the first tour that creatively combines gallery shows, public panel discussions and numerous murals to present the artists' unique approach to public arts.

Friday, May 16th, 2008 - New York, NY

The Concrete Alchemy artists will paint a large wall in DUMBO section of Brooklyn. The address of the wall is 55 Pearl St, Brooklyn, NY 11201. The size of this large mural is 15'H x 50'W. The artists will demonstrate their work on this wall from May 14th to May 16th through live painting sessions. The detailed schedule will be available on the tour's website: <http://albuscav.us/concretealchemy/>

The tour will officially open on May 16th, 2008 with celebration held from 8pm to midnight in TenEleven located on 171 Avenue C, New York, NY 10009 with the exhibition of their work on canvases.

The artwork on canvases will be collaboratively produced shortly before the tour by all participating artists. They are not only muralists but also fine artists whose work has been exhibited in galleries and is part of many collections. The audience will have the opportunity to purchase these canvases together with the tour's t-shirts and other souvenirs.

Saturday, May 17th, 2008 - Princeton, NJ

The second stop of the tour will be in Princeton, NJ. In collaboration with the Arts Council of Princeton, the artists will discuss their work and public art in general at the public forum. It will be held on May 17th at 7pm at the Arts Council of Princeton temporary center located on 301 N Harrison Street, Space 23B, Princeton, NJ 08540.

In addition, their art will be also presented through live painting of a mural on the main street in downtown Princeton, NJ. The address is 100 Nassau Street, Princeton, NJ. The size of this mural is 12'H x 60'W.

Monday, May 19th, 2008 - Philadelphia, PA

In Philadelphia, the tour will stop at the Dream Like Reality Gallery located on 52 N 2nd Street, Philadelphia, PA 19147 on Monday, May 19th, 2008. The exhibit opening party will be from 4pm to 9pm and will include live painting of a large collaborative mural outside of the gallery. The exhibit will remain open till June 8th, 2008.

Wednesday, May 21st, 2008 - Washington, DC

On Wednesday, May 21st, 2008 they will stop at the Benning Park Community Center located on 53rd SE and Fitch St. SE, Washington, DC. They partner with Words, Beats and Life, a local non-profit cultural and educational organization that empowers the local youth with skills necessary for following their dreams.

They will present their work by live painting of a large mural on the side of the Community Center and speak to the audience about their path to becoming successful artists. They will be available to meet between noon and 8pm. The size of the mural is 24'H x 65'W.

Thursday, May 22nd, 2008 – National Harbor, MD / Washington, DC

Art Whino Gallery focuses on showcasing art by young and experimental artists. The art of Concrete Alchemy will be presented through slideshow of photographs of Ricardo Barros and public panel discussion. The event will start at 6 pm. The address of the location is 173 Waterfront St., National Harbor, MD 20745.

After 9 pm, the artists will be presenting their work at after-party (location tba) . This live demonstration of the artistic process will include customizing of hats and sneakers. The party is organized in collaboration with SolSource.

Friday, May 23rd, 2008 – National Harbor, MD

The tour will officially end with a gallery exhibit opening at Art Whino on Friday, May 23, 2008 from 6pm to midnight. The audience will have chance to view artists' recently finished canvases and a slideshow of photographs from the previous days of the tour.

These artists, who are major driving force in the contemporary urban arts, were carefully selected. Their work dictates the direction of future developments in mural art, graffiti and street art. It is not only for their technical perfection of painting with aerosol but also for their unique artistic approach to murals and public art.

They possess the unique secrets of alchemists who transform one element into another. Under their touch, sterile concrete explodes, and a fresh, new organic nature sprouts through the cracks. As it develops into a dynamic and colorful forest, it presents us - the inhabitants - with new, pure life.

Artists:

Cern, Brooklyn, NY
Chor Boogie, San Francisco, CA
Col, New York, NY
Crol, San Diego, CA
Demer, Newark, NJ
Eric Kennedy, Philadelphia, PA
Kasso, Trenton, NJ
Mike Ciccotello, Highland Park, NJ
Mr. Maxx Moses, San Diego, CA
Plan, Philadelphia, PA
Rain, Trenton, NJ
Ricardo Barros, Morrisville, PA
Veng, New York, NY
Vyal, Los Angeles, CA
Werc, Los Angeles, CA

The interviews with all artists and examples of their work can be found on the tour's website www.albuscav.us/concretealchemy

Community Involvement:

The Concrete Alchemy artists play significant roles in their communities as activists and leaders whose ideas are immediately adopted by their neighbors and transformed into beautified and improved streets and public spaces. The power of their art erases hate from the viewer's mind and brings color and joy to the concrete jungle.

Examples of these initiatives are B-Boy BBQ, an annual block party at the Hawthorne Cultural Center in Philadelphia PA organized by Mr. Maxx Moses. This is one of the few neighborhood events that celebrate hip hop culture and its positive impact on communities. Due to its popularity the event also happens every year in San Diego CA and Rochester NY.

Albus Cavus, the organizer of the tour is a driving force in community arts in New Jersey. The recent accomplishments include an establishment of a mile-long mural outdoor gallery titled Raritan River Art Walk. This multifaceted project is the largest collection of murals and also a recipe for revitalizing abandoned areas in cities with limited resources to be dedicated to either public arts or recreational facilities. After the project took off, the area has been cleaned up and more joggers and families have used the walk.

Public Discussion:

The purpose of the tour is not only to promote the exemplary artists, but also to maintain discussion with public regarding public spaces and art in the public spaces. This artist collective was formed around ideas promoting participatory public art. The projects initiated by them welcome contribution from the residents of the neighborhood they work in.

From their past experience they realized that their work beautifies the great cityscapes and also makes the streets safer through indirect community development that resulted from the participatory projects. By incorporating contemporary arts, the projects are increasingly popular among young population which is the main focus of the work.

Artistic Process:

All artwork featured on this tour will be created by collaborative approach. Whether murals or canvases, the artists will be working together, feeding on each other's creative energy. This approach reflects their process in the streets, where all elements are important in painting a mural or installing a sculpture.

Music:

Though Concrete Alchemy promotes the visual artists, music is an essential part of our culture. Respect The Culture DJs will accompany the visual artists in every gallery show and at all walls on this tour. For more information, please visit www.respecttheculture.com.

Respect The Culture is an entertainment and multimedia company, globalizing hip hop culture through music, fashion and art. Their goal that makes it a part of the Concrete Alchemy is to return to the roots of the contemporary urban culture by focusing on positive, creative and non-violent means of expression.

Please contact us for high resolution images or further information.

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