

MEDIA CONTACT: Debra Anderson | debra@cultureshockmarketing.com | T: 347.463.9023
FOR IMMEDIATE RELEASE

GRAFFITI RESEARCH LAB TO PARTICIPATE AT INAUGURAL GEN ART VANGUARD NEW CONTEMPORARY ART FAIR PRESENTED BY FAGE® TOTAL

Gen Art Vanguard New Contemporary Art Fair

FAIR DATES: December 4 – 7, 2008

LOCATION: 2135 NW 1st Avenue, Miami, FL 33127, Wynwood Arts District

Saturday | December 6

Graffiti Research Lab | 3:30 p.m. - 4:30 p.m.

Graffiti Research Lab will present their award-winning work in open source art and technology, including LED Throwies, L.A.S.E.R. Tag and the L.A.S.E.R Stencil. A 15 minute Q & A will follow.

Moderators: James Powderly and Evan Roth, Co-founders of Graffiti Research Lab

(December 1, 2008) – Gen Art is proud to announce Graffiti Research Lab's participation in the Gen Art Vanguard New Contemporary Art Fair, December 4 – 7, 2008 in the Wynwood Arts District of Miami. Known for their technical innovation and creativity, Graffiti Research Lab will unveil several outstanding installations and exhibitions that perfectly exemplify the Vanguard Art Fair's platform for experimental artists and techniques to an expansive and esteemed collector audience. This will be Graffiti Research Lab's debut at Art Basel Miami Beach. G.R.L. will present during the Vanguard Official Opening Night Party, Friday, December 5, 8:00 p.m. – Midnight, and participate in a special presentation on Saturday, December 6, from 3:30 – 4:30 p.m. as part of the official Vanguard Panel Discussions. G.R.L.: The Complete First Season DVD will be available for sale in the G.R.L. exhibition booth and after their presentation.

As part of their participation in the Gen Art Vanguard Art Fair, Graffiti Research Lab (G.R.L.) will create both in and outdoor site-specific installations and will reveal limited prints and laser technology. One of the indoor installations will be their L.A.S.E.R. Tag, MoMa Edition, a limited edition consisting of video and data code content associated with L.A.S.E.R. Tag on a customized hard disk. The hard disk features exclusive content from the G.R.L. participation in The Museum of Modern Art's *Design and the Elastic Mind* exhibition held February 24 – May 12, 2008. The hard disk also features the complete 50-minute documentary 'G.R.L.: The Complete First Season', which debuted at MoMA's PopRally program on Sunday May 4 in 2008 in conjunction with their installation. One of the editions is in MoMA's study collection and is being featured in a current exhibition, *Rough Cut: Design Takes a Sharp Edge*, which opened just prior to the Vanguard Art Fair and will run concurrently. Two L.A.S.E.R. Tag, MoMA Edition's will be sold exclusively at the Vanguard Art Fair. With this piece, Graffiti Research Lab introduces the canvas of the 21st century making art interact with the community and the community interact with art.

The L.A.S.E.R. Stencil, another extraordinary component to their exhibition roster to be set up in both their indoor installation and outdoor location, is one of the Graffiti Research Labs newest projects. The L.A.S.E.R. Stencil uses a hand-held, high-powered laser to create static laser light stencils at long range. In addition to the L.A.S.E.R. Tag and the L.A.S.E.R. Stencil, Graffiti Research Lab will also display their project, "The Terrorites," a response to an ad campaign that essentially "ripped off their work," causing a huge raucous and national debate on guerilla advertising and the US theater of homeland security. Additional works featured will include limited edition prints created by the artists using conductive ink, and further demonstrate the G.R.L.'s documentation of and response to national threat advisory tactics. Documentary footage of the G.R.L.'s projects and artwork will be screened in conjunction with their installation and formal presentation in the Vanguard courtyard.

Clearly, Graffiti Research Lab does not weather easily at the first sign of questioning authority; instead, they use it as fuel for testing the bounds of creativity and social consciousness. Keeping an informal, unscheduled and uncurated vibe and ever the ones to put art and artists at the forefront of people's minds, G.R.L. will be documenting New York City and local Miami graffiti writers and their projects on film. Featured graffiti artists include: Katsu, 2esae, Ski, and the crew from ACC. The documentary video of the G.R.L.'s participation in Vanguard and during Art Basel Miami in the definitive G.R.L. urban auteur will ultimately be compiled into a new hard drive limited edition made available subsequent to the Vanguard Fair.

For further information and extended video footage on G.R.L. visit the official website at www.graffitiresearchlab.com

Video resource links, courtesy of G.R.L.

MoMA Footage edited from the G.R.L. MoMA *Design and Elastic Mind* exhibition
http://graffitiresearchlab.com/?page_id=138#video

Documentary clip of G.R.L.: The Complete First Season,
<http://www.vimeo.com/951135?pg=embed&sec=951135>

Stakes Is High – Conductive Ink Prints
http://graffitiresearchlab.com/?page_id=138#video

ABOUT GRAFFITI RESEARCH LAB

The Graffiti Research Lab is dedicated to outfitting graffiti writers, artists, pranksters and protesters with open source tools for urban communication. The goal of the G.R.L. is to technologically empower individuals to creatively alter their surroundings on the scale of advertisers and the authorities in order to reclaim public space. Their work has been featured in the New York Times, Wired, Time Magazine, Time Asia, Esquire, Rolling Stone, The Taipei Times, Boingboing.net, Digg.com, the front page of YouTube and in U.S. State Department press releases. G.R.L. Weapons of Mass Defacement (WMDs) have earned numerous grants, awards and detentions from rogue governments, art organizations and global super powers, including an Award of Distinction from Ars Electronica in 2006. They have shown their work in MoMA, the Tate Modern and on the streets in four continents, and their first film premiered at the Sundance Film Festival. Thousands of ubiquitous, clandestine agents have been trained, via the web, to use G.R.L. tools and techniques to create their own public interventions all over the globe. Graffiti Research Lab splinter cells have formed in Amsterdam, Vienna, Toronto, Vancouver, Brazil, London, Mexico City, Hong Kong, Taipei, Minneapolis, Utah and Australia. The G.R.L. is a F.A.T. Lab production, headquartered in the County of Kings, Brooklyn, NY. For more information, visit www.graffitiresearchlab.com.

ABOUT GEN ART VANGUARD NEW CONTEMPORARY ART FAIR

Gen Art Vanguard New Contemporary Art Fair presented by FAGE Total was founded by Gen Art to provide a fine art exhibition platform for emerging artists and to give leading contemporary art galleries access to an international network of collectors. As the first annual art fair of its kind, Gen Art Vanguard Fair represents a new forum, committed to advocating the historical significance of New Contemporary, while showcasing cutting edge talent that is mastering the amalgamation of Fine Art and mainstream culture. The goal of the art fair is to further advance the dialogue of new contemporary art movements, from their cultural roots to their current influence. For more information on Gen Art Vanguard Art Fair, please visit www.genart.org/vanguard.

ABOUT GEN ART

Gen Art is the nation's leading arts and entertainment organization dedicated to showcasing emerging fashion designers, filmmakers, musicians and visual artists. Gen Art produces over 120 events annually, ranging from week-long film festivals to massive star-studded fashion shows, live music performances, art exhibitions, multimedia events and more.

Since 1993 Gen Art has been championing the arts by creating and producing events and exhibitions that have helped accelerate the careers of hundreds of young artists. Gen Art has showcased the works of over 500 visual artists over the past fourteen years. Artists including Ryan McGuinness, Will Cotton, and Paul Henry Ramirez have had some of their first exhibitions with Gen Art. For more information about Gen Art, please visit www.genart.org or call [305.695.8200](tel:305.695.8200).

ABOUT FRANCESCO LOCASIRO

For the last ten years, Francesco LoCastro has been South Florida's thoroughfare to the national New Contemporary art scene, as both a respected artist and as the curator of intrepid art exhibitions. As such, Gen Art has brought on LoCastro as Fair Director and curator for Gen Art's Vanguard New Contemporary Art Fair. LoCastro was born in Catania, Italy in 1976, raised in Germany, and transplanted to sunny-yet-strange Ft. Lauderdale during high school. His collegiate employment at a commercial art studio opened his mind to art as a life-long career as a curator and painter, which in 2000 lead him to found Pop Art Studios, a creative services company, commercial art & design studio and launch pad for LoCastro's diverse art projects. In 2006, his group exhibition during Art Basel Miami Beach at the Art Center / South Florida received numerous art industry accolades. LoCastro, who continues to push the boundaries of emerging art at home and abroad, with exhibitions scheduled in Rome, London & Berlin for 2009, is also featured among the 100 distinguished artists to forge the South Florida art community in the definitive book "Miami Contemporary Artists" released by Schiffer Publishing in 2007.

MEDIA CONTACT

For more information, requests for high resolution images or interviews, or to pre-register for press credentials, contact Debra Anderson at 347.463.9023 or email at debra@cultureshockmarketing.com