

For Immediate Release

ForYourArt



Barbara Kruger, *School Bus*, 2012. © Barbara Kruger.

ForYourArt Produces Yearlong Series of Public Art Projects for *Arts Matter*

***Arts Matter* Presented by
The Los Angeles Fund for Public Education and
Los Angeles Unified School District**

**Launching with:
Barbara Kruger's *School Bus* and *Billboards (For the LA Fund)*, 2012**

***Widest reaching public art project in Los Angeles's history
12 buses bring public art to the streets of LA***

Los Angeles – (October 8, 2012) ForYourArt produces a yearlong series of original works of art by world-renowned artists for *Arts Matter*, a first of its kind, citywide public

art exhibition and fundraising campaign to support arts education in the nation's second largest public school system.

Presented by the Los Angeles Fund for Public Education (LA Fund) and the Los Angeles Unified School District (LAUSD), *Arts Matter* addresses the importance of arts education in Los Angeles public schools, the "creative capital of the world." Public art will be presented on a fleet of city buses and other outdoor media totaling \$4 million in value with approximately 900 million 'eyes on artwork' impressions over the course of a year.

The public art exhibition launches with the work of artist Barbara Kruger. Her bus wrap is titled *School Bus*, and two additional works of art have been commissioned and will appear as billboards, bus shelters, and other types of outdoor media throughout Los Angeles during October 2012.

Barbara Kruger's work is universally known for its bold, eye-catching design, and philosophical themes. The artist's project for *Arts Matter*, rendered in Kruger's signature style, addresses directly and urgently the importance of education, especially in the arts. Kruger's statement, "Art is as heavy as sorrow, as light as a breeze, as bright as an idea..." emphasizes the fluid nature of art. At the same time, Kruger stresses that art remains a crucial, indispensable part of a successful educational system. *School Bus* also references an earlier bus wrap Kruger created for New York City's Public Art Fund in 1997.

Working in partnership with practicing artists, cultural institutions, businesses, and the philanthropic community, the LA Fund and LAUSD have commissioned and are launching this public art exhibit focused on the importance of arts education in Los Angeles public schools. Recognizing the importance of arts education, the LA Fund will provide multi-year school grants raised through *Arts Matter* to innovative arts integration programs.

"With this public artwork, Barbara Kruger powerfully address why arts matter," states Megan Chernin, founding CEO of the Los Angeles Fund for Public Education.

ForYourArt founder Bettina Korek states, "By working with artists, the Los Angeles Fund for Public Education and LAUSD affirm that public art inspires and moves us as a community."

ForYourArt also produces The LA Funds' companion advocacy campaign, "Support Public Education or Face Catastrophe," which will appear on billboards concurrently throughout Los Angeles. Inspired by one of Kruger's works for *Arts Matter*, the

billboards quote H.G. Wells' influential statement, "Human history becomes more and more a race between education and catastrophe." Through these arts initiatives, the LA Fund will engage and lead a dialogue on the importance of public art education.

The public art project and supporting campaign is concentrated into four "flights": four 4-week time periods that kick off October 8, 2012 and continue in the months of January, March, and July 2013. Twelve city buses and nearly 85 artwork billboards, bus shelters, wallpostings, mall media, and bulletins will provide *Arts Matter* a high-visibility citywide profile. This initiative also marks the largest moving public art project in Los Angeles' history.

Please visit www.lafund.org/#arts-matter for information about bus routes, artwork billboard sites, and more information on *Arts Matter* and on how to support arts education in Los Angeles.

About Barbara Kruger

Barbara Kruger is an artist based in Los Angeles and New York and is one of the most renowned contemporary artists working today. For over three decades her work has encompassed a broad spectrum of contexts and scales, ranging from publication inserts to immersive installations that involve text, images, and video. Kruger's work has appeared in museums and galleries worldwide and is featured this fall at the Hirshhorn Museum and Sculpture Garden in Washington, D.C., and the Stedelijk Museum, Amsterdam. In Los Angeles, her prominent installation *Untitled (Shafted)*, 2008, can be seen in the three-story elevator shaft at BCAM at the Los Angeles County Museum of Art (LACMA). Kruger has also received numerous public art commissions that have brought her work to diverse audiences on billboards, bus cards, posters, and video displays, such as those on view in Los Angeles in 2008 as part of *Women in the City*, a public outdoor exhibition organized by West of Rome. Kruger has taught at California Institute of the Arts, the School of the Art Institute of Chicago, and the University of California, Berkeley. Currently, Kruger is a professor in the Department of Art at UCLA.

About the Los Angeles Fund for Public Education

The Los Angeles Fund for Public Education is a philanthropic organization dedicated to driving positive change in the Los Angeles Unified School District (LAUSD). The LA Fund was formed by LAUSD Superintendent John Deasy and philanthropist Megan Chernin in 2011 with a simple goal: support ideas that can make a direct impact on the lives of LAUSD public school students. It invests in innovative, results-oriented programs designed to ensure every student in the nation's second largest school system has a chance to succeed. For more information about the LA Fund, please visit: <http://www.lafund.org>.

About ForYourArt

By engaging artists and different facets of the art world in innovative arts collaborations and public art initiatives, ForYourArt works to realize the potential of the imagination to shape our future. For more information about ForYourArt, please visit:

www.foryourart.com.

Project Credits

Arts Matter Presented by The Los Angeles Fund for Public Education and LAUSD

Public Art Exhibition Produced by ForYourArt

Creative Producer: Bettina Korek

Producer: Karen Constine

Production, Artwork: Chip Leavitt / Lumiere

Graphic Design, Campaign: Julia Luke

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Press Contact

Justin Conner

FITZ & CO

212-627-1455 x233

justin@fitzandco.com