

MEDIA RELEASE

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SUBJECT: Second Round of Artist Billboards Installed

In the spirit of “phantom galleries”, or temporary art galleries in vacant buildings, the Artist Billboard Project brings temporarily installed artworks to lots around Santa Rosa. A project of the City of Santa Rosa’s Art in Public Places Program, the goal is to present public art in surprising places. Similar to the Phantom Gallery’s efforts, the Artist Billboard Project seeks to show alternative art in alternative spaces; beautify otherwise empty, sometimes derelict lots; and provide local artists unique exposure opportunities.

In March, 2013, the City issued a “Call for Artists”, ultimately selecting 4 artists to participate in the second round of this project. The selected artists are: Robert Berner, Monika Steiner, Michael Chamberlain, and Becoming Independent artist Alison Koehler. Each artist provided a high resolution digital image of their artwork, which was printed on vinyl and laminated to a 4’ x 8’ MDO board. Each panel will be sealed with an anti-graffiti sealant for protection. It is anticipated that each artwork will be on display for approximately 9-12 months. The original round of billboards will be installed at new locations later this year.

You can see the temporary artworks at the following locations:

Location	Artist	Title	Image
210 5 th Street at Davis Street	Monika Steiner	“In Between”	
1040 Stony Point Road at Mesa Way	Michael Chamberlain	“Only Child”	

Location	Artist	Title	Image
1055 Benton Street at North Street	Alison Koehler, Becoming Independent	"Untitled"	
103 College Avenue at Cleveland Avenue	Robert Berner	"Mid Journey"	

The project is managed by Tara Matheny-Schuster, Arts Coordinator for the City of Santa Rosa, assisted by Recreation & Parks Staff, Art in Public Places Committee members and volunteers.

For more information, please contact Tara Matheny-Schuster at (707) 543-4512 or tarams@srcity.org.

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