



“WALLWORKS”: Presented by the Art Production Fund & The Cosmopolitan of Las Vegas

October 25, 2010 – 10:52 PM

THE COSMOPOLITAN OF LAS VEGAS AND ART PRODUCTION FUND ARE PROUD TO PRESENT “WALLWORKS”

WALLWORKS can be experienced at The Cosmopolitan of Las Vegas from December 15th 2010.

Monumental Murals by Acclaimed Artists Redefine the Art Landscape in Las Vegas

Presented by The Cosmopolitan of Las Vegas, in association with the Art Production Fund, permanent murals will feature work by four major figures in contemporary art: Shepard Fairey, RETNA, Kenny Scharf and Shinique Smith. These artists, who work with pop culture concepts and socio-political ideas, represent a range of graffiti and gallery practices. Each has been invited to create a site specific “wallwork” within the casino garage and will use a variety of materials from spray paint to wheat paste to achieve the end results. These unique public artworks will inspire guests with thought provoking visuals upon entering The Cosmopolitan.



Kenny Scharf with his mural



RETNA with his mural



Shepard Fairey's team with his mural



Shinique Smith with her mural

WALLWORKS incorporates two important genres that bring art into the public sphere: murals and graffiti. Murals are one of the oldest artistic forms and graffiti its renegade younger sibling. Both are effective tools that reflect the individual artists creative expression and unique message. These monumental gestures have long been part of the civic landscape and give communities and visitors an image in which to reflect and empower their own voice.

“The Cosmopolitan recognizes the importance of embracing visionary artists and commissioning permanent works that become both a destination and part of the dialogue of art history”, said Co-founders of Art Production Fund, Yvonne Force Villareal and Doreen Remen. Visitors to The Cosmopolitan of Las Vegas will experience multiple genres within the artistic spectrum: visual art, new media, music, performance, and design all integrated into the unique landscape of the property. The program takes a fresh approach to immersive installation and embraces innovative ideas, provocative content and interactive projects, engaging first time viewers and art critics alike, while fostering a greater awareness of the important messages found in contemporary art.