

UNIVERSITY OF ILLINOIS AT CHICAGO

Gallery 400 (MC 030)
College of Architecture and the Arts
400 South Peoria Street
Chicago, Illinois 60607-7034

Patrick Media Group Billboard Project
"Artist's expressions make the big canvas"
by David Waymiller
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Artist's expressions make the big canvas

By David Waymiller

Thanks to one of the nation's largest providers of outdoor advertising, the winners of a recent UIC contest are going public in a big way.

Eleven students, faculty and alumni from the School of Art and Design share their message—on AEDS, education, self-driving and art, among other topics—displayed this month on billboards, courtesy of the Patrick Media Group.

The 10 billboards (two of the 11 winners collaborated on one design), each different, were chosen

from among some 78 entries. The project grew out of a discussion earlier this year about how UIC artists could exchange ideas with the community, said Karen Ischak, curator of Gallery 400. John Tordick, a UIC graduate working at Patrick Media Group, suggested bringing his employer on the project.

The results include two entries on AEDS and self-art, one with an anti-gang message, one about Native Americans, one promoting literacy and the remaining four expressing artistic concepts.

"We feel that this program can create an important connection

and artistic exchange among businesses, education and the city and can benefit a wide metropolitan audience," Ischak said.

"The billboards provide an avenue into communities and a forum in which artists can address these communities in a visual new way."

Patrick Media Group, headquartered in Chicago, is a national outdoor advertising company that offers coverage to more than 30 million sites of them among the top 25 in the nation based on population.

"Patrick's billboard division provides the artists with a means of expressing their creativity to the

community in a larger-than-life format. The billboards become an extension of the artists' careers," said Paul V. Shaw, the company's vice president and general manager.

Competition winners whose works will be displayed are undergraduate Diane Lee, Vanessa Romero and Brooke Mullick; graduate students Yvette Bruchman and Douglas Taylor; alumni Artian Horner and Bonnie Hughes; and faculty members Michael Glass, John R. Grimes and Susan Swenson, all associate professors of art and design, and huge Margulies-Orville, adjunct assistant professor.

On Nov. 20, beginning at 5:30 p.m., the School of Art and Design will hold a reception at the GBU Gallery in Alumni Hall. All the competition entries will be displayed, and a prize drawing, a contest where the work will be on display in a permanent campaign in Chicago and San Francisco, will open.

An alumni-sponsored bus tour (\$10/\$5 for art and design alumni) of the billboards will leave from the gallery. Reservations are required and may be made by calling Kathleen Kanevsky at 232-9721 between 1 and 3 p.m. weekdays.



UIC School of Art and Design: This project is a public service from the Patrick Media Group. The design and lettering is by Diane Lee, a UIC graduate student. The billboard is in honor of Native American Heritage month, underpinned by Diane Lee and Vanessa Romero question: "When voice was first sounded upon this land?"



UIC School of Art and Design: Student Brooke Mullick's design is meant to raise awareness of the problem of literacy. She uses letters, and the words they combine to form, as key problem-solving tools.



UIC School of Art and Design: "Weapon 2," by associate professor John Grimes, is a safe-driving message to remind motorists of the power they have under their control.



UIC School of Art and Design: This project is a public service from the Patrick Media Group, Inc. Michael Glass, Designer Associate professor Michael Glass' billboard goes to the heart of the educational system by appealing to human curiosity.

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