



Untitled from the Common Ground Collection
Roscoe Wilson - United States

For Immediate Release:
May 25, 2010

**A&I Gallery in Hollywood Hosts
Common Ground 2010
An International Touring Digital Art Exhibition
At the Intersection of Art + Technology
+ Environmental Stewardship**

Presented by Hewlett-Packard & FujiFilm

Exhibition Runs from July 8 through August 13, 2010
Eco-Friendly Opening Reception - Thursday, July 8, 2010

Los Angeles -- Following a successful launch in Beijing, the **A&I Gallery** in Hollywood will host the North American premiere of ***Common Ground 2010***, an exhibition of fine art digital prints from across the globe, all with an environmental theme. The exhibition of new media work, at the intersection of art, technology, and eco-activism, opens on July 8, 2010 and runs through August 13, 2010. Over 1,000 artists from 40 countries submitted their digital art for consideration. The resulting curated collection contains work from 85 artists. A portion of all proceeds generated from the touring exhibition will benefit non-profit organizations including the **World Wildlife Fund**, **Global Giving**, and **The**

Global Environmental Institute. An eco-friendly opening reception, featuring sustainable framing, organic edibles, live music, and more, will be held on Thursday, July 8th, from 7:00 p.m. until 10:00 p.m. at the A&I Gallery. The opening reception and exhibition are free and open to the public. A&I is located at 933 North Highland Ave., Los Angeles, CA 90038. Lot and street parking are available. For gallery information, please visit <http://www.aandi.com/gallery/> or call 323-856-5280. Common Ground is presented in part by **Hewlett-Packard Company** and **FujiFilm**. To learn more about Common Ground's international exhibition, please visit <http://www.CommonGround2010.com>.

Santa Monica-based Common Ground was born from founder **Larry Richard's** desire to support artists and technologists to use their artistic talents to communicate with each other “ and by extension with the rest of the world “ about issues common to every one of us on the planet: A clean environment for our communities and for our children. The Common Ground Collection speaks to this shared concern regardless of nationality, borders, or culture.

"There are a lot of buzz-words out there. Environmental responsibility. Green consciousness. Sustainable practices. We hear the words, but where's the practical meaning beyond all the rhetoric and posturing? The truth is: We all inhabit the same home: Earth. Common Ground speaks clearly to this shared global experience. " says Richard.

Exhibition highlights for *Common Ground 2010* in Los Angeles:

- A selection of **35 museum quality digital prints from the Common Ground Collection** will be on display.
- The **prints are provided by FujiFilm**, the leading supplier of UV (Ultra Violet) cured inks, driving a positive environmental change in the printing industry. Limited editions of 50 will be available for purchase (\$500-\$1000).
- A hardcover, limited edition **commemorative book** has been published with the support of Hewlett-Packard and will be available for purchase (79 art works, edition of 250, \$60).
- A portion of the print and commemorative book **sales will be donated to non-profit organizations** The World Wildlife Fund, Global Giving, and The Global Environmental Institute.
- Large flat screen high definition monitors will present the **entire Common Ground Collection**.

Eco-friendly opening reception on July 8th features:

- **Common Ground artists and curators in attendance** including Clayton Spada and Victor Raphael from the US, and Duan Jia from Beijing, China.

- The **Eclipse Quartet** <http://www.eclipsequartet.com/> will perform a piece composed especially for Common Ground by classically trained film composer and conductor **David Williams** <http://www.myspace.com/davidwilliamsfilmmusic>.
- Beats by DJ and local underground artist **L.Croskey** (also known as L.C. and Mr. NumberOnderful) <http://www.lcroskeyart.com>.
- **Organic edibles, soft drinks, and wine.**

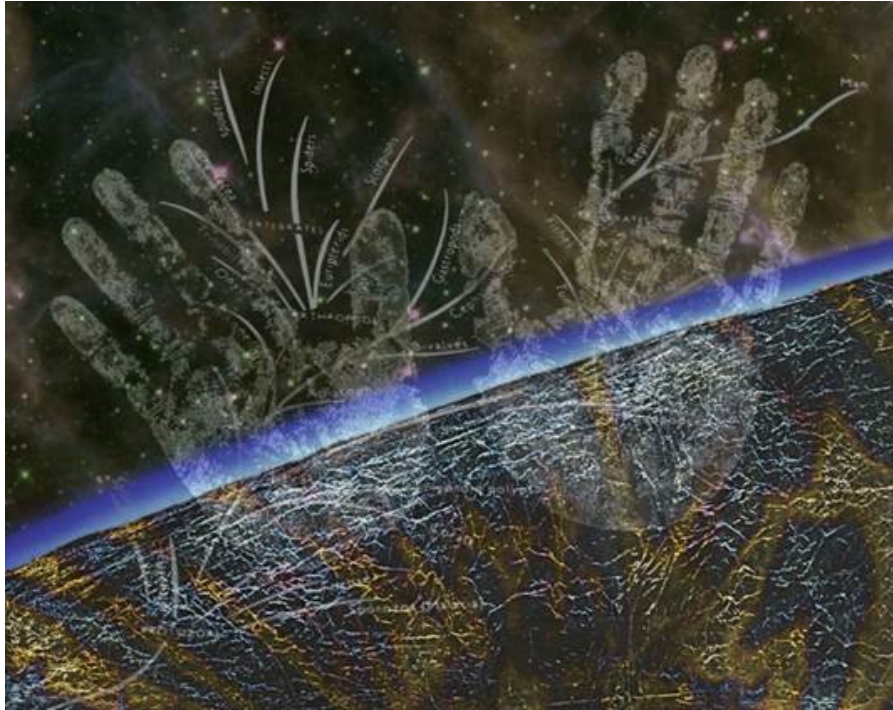
Common Ground International Exhibiting Tour:

Common Ground successfully launched the first leg of its world tour in November 2008 at the Huan Tie Art Museum in Beijing, China to coincide with the Summer Olympics festivities in Beijing. Media coverage from the event can be reviewed at http://www.commonground2010.com/?page_id=6. The Los Angeles exhibition at A&I marks the North American premiere, to be followed by exhibitions throughout the US, Canada, and Mexico through 2011. An open call to artists worldwide for additional digital art will be held in the Spring of 2011 in order to expand the Common Ground collection as it travels to London to coincide with the Summer Olympics in 2012."

Curators:

Nearly 1,000 artists from 40 countries responded in 2008 to a global invitation for contributions to this art meets eco-activism collaboration. 85 pieces from 23 countries were curated into the collection by a diverse group of international artists, academics, and entrepreneurs with extensive experience in new media.

- **Duan Jia**, writer, director, animator, and professor at the Beijing Film Academy
- **John & Margie Labadie**, faculty at University of North Carolina at Pembroke
- **Amelia Pellegrini**, artist in Italy
- **Zhou Ping**, artist, professor at University Of China
- **Victor Raphael**, artist in Los Angeles
- **Larry Richard**, founder of Common Ground in Los Angeles
- **Lu Shengzhang**, artist, filmmaker, professor at University Of China
- **Wang Shuipo**, professor at Central Academy of Fine Art, China
- **Clayton Spada**, artist, curator, teacher, lecturer and workshop leader in Los Angeles
- **Lu Xiaobo**, vice chairman at Academy of Fine Arts and Design, Tsinghua University
- **Lu Xuguang**, artist, professor at Beijing Film Academy



Common Ground from the Common Ground Collection
(commemorative book cover image)
Victor Raphael & Clayton Spada - United States

Common Ground Commemorative Book:

A limited edition hardcover commemorative book featuring 79 digital art works from the collection was sponsored by HP and by A&I Digital Labs. Books are available for purchase at the A&I Gallery, throughout the North American Common Ground tour, and online at http://www.commonground2010.com/?page_id=12 for \$60. 100% of book proceeds will be donated to the World Wildlife Fund, Global Giving, and The Global Environmental Institute. The book was printed in Los Angeles on the HP Indigo 5000 press by A&I Photographic and Digital Services.

Larry Richard, Common Ground Founder:

As a marketer and promoter, Richard has produced nationally touring art and technology events for more than 20 years. Gathering together artists, corporate sponsors, and innovative technologies, he has produced exhibitions, conferences, and public events, each drawing thousands of attendees while generating significant media coverage and public awareness. Past projects include *Shared Dreams*, a collaboration of Cuban and US artists, the touring fine art photography exhibitions *The Dezo Hoffman Collection* and *The Legends of Rock Collection*, and *Online Expo*, a conference focused on internet technologies and opportunities. Since 2004, Richard has turned his attention to leveraging his experience to support his passion for a sustainable environment.

A&I Gallery:

A&I Gallery's mission is to raise awareness of talented artists in the photographic world and of charitable organizations. A&I began exhibiting photography in July of 2006 and has hosted eighteen exhibits and opening receptions since. The work shown has ranged greatly in content with photography as the common thread tying them all together. A&I Photographic & Digital Services sets the standard for fine art printing. Clients include world renowned photographers whose work is displayed in some of the most prestigious museums and galleries worldwide. The A&I Gallery is open Monday through Friday 9:00 a.m. to 6:30 p.m. and Saturday 11:00 a.m. to 4:00 p.m. <http://www.aandi.com/>

FujiFilm:

Fujifilm is a leading supplier of UV (Ultra Violet) cured inks, which are driving a positive environmental change in the printing industry. Fujifilm's UV inks are free of harmful volatile organic compounds (VOCs) and are cured using ultra violet light. UV inks also consume less energy in the printing process, eliminating the need for traditional drying systems. Fujifilm has also developed new VOC-free digital inks that have no hazardous air pollutants and allow printers to emit lower amounts of VOCs than conventional solvent inks. <http://www.fujifilm.com/northamerica>

Hewlett-Packard Company (HP):

HP has made a commitment to the environment by continuing to develop policies and initiatives that deliver increasingly high standards in all areas of environmental responsibility. "Environmental responsibility is good business. We've reached the tipping point where the price and performance of IT are no longer compromised by being green, but are now enhanced by it," says Mark Hurd, Chairman and CEO. <http://www.hp.com/>

L.A. Art Exchange

For over 20 years, [L.A. Art Exchange](#) has provided its individual and corporate customers with the largest selection of custom frames, moulding and mounting options in Southern California. L.A. Art Exchange's Santa Monica gallery also features original art and photography from local and nationally renowned artists and photographers, as well as wide variety of fine art prints, giclees, posters, unique jewelry, gifts and home décor accessories.

Larson Juhl

[Larson-Juhl](#)'s broad range of quality custom framing products provide design solutions to suit nearly anything one can have framed. Larson-Juhl offers a number of custom frame moulding collections that have earned [PEFC](#)

[certification](#) as well as a vast selection of matboards which boast FSC certification. As part of their long range sustainability initiative, Larson-Juhl has partnered with American Forests to begin the Global ReLeaf ecosystem restoration project. Since 1991, Larson-Juhl has planted over a quarter of a million trees throughout the world.

Nielsen Bainbridge

[Nielsen Bainbridge](#) is one of the world's largest manufacturers of high-quality picture framing products. Its designs and innovations are driven by a passion for beauty in the presentation of art, and have helped to defined and – at times – redefined the industry. Nielsen Bainbridge products include high-end metal frames, wood frames, ready-made frame systems, as well as mountboards and matboards in over four hundred colors and textures.

Cascade Peak Spirits

[Cascade Peak Spirits, Inc.](#) (CPS) is a micro-distillery creating handcrafted ORGANIC NATION® vodka, gin, whiskey and other organic spirits. It works with local Organic Farmers and local suppliers to create a business that supports the local economy and the practices of Sustainability by “Buying local, Buying Green”. CPS is the first distillery in Oregon with organic certification, offering the consumer a socially responsible alternative.

Inman Family Wines

[Inman Family Wines](#) produce small lots of wine made from impeccably grown grapes in Sonoma County's Russian River Valley. They believe that owning a vineyard and winery comes with more responsibility than just what is required by law and business obligations. They make world class wines that rely on healthy soil, natural winemaking and sustainable business practices including eco-friendly wine labels, recyclable packaging, reduction of waste, use of renewable sources of energy and a commitment to seeking suppliers that share our vision.

World Wildlife Fund (WWF):

World Wildlife Fund's mission is the conservation of nature. WWF works to preserve the diversity and abundance of life on Earth and the health of ecological systems, through promoting more efficient use of resources and energy and the maximum reduction of pollution; protecting natural areas and wild populations of plants and animals, including endangered species; and promoting sustainable approaches to the use of renewable natural resources. WWF is committed to reversing the degradation of our planet's natural environment and to building a future in which human needs are met in harmony with nature. <http://www.worldwildlife.org/>

Global Giving:

Global Giving is an online marketplace where individual and corporate donors can connect to community-based initiatives that need support. Visitors to the site can browse projects to help others around the world, pick philanthropic projects that they are passionate about, and give directly to the solution. <http://www.globalgiving.org/>

The Global Environmental Institute:

The Global Environmental Institute, established in Beijing, China in 2004, is a Chinese non-profit, non-governmental organization. Its mission is to design and implement market-based models for solving environmental problems in China in order to achieve development that is economically, ecologically, and socially sustainable. <http://www.geichina.org/>



Untitled from the Common Ground Collection
Alexander Sutulov - Chile

“Artists throughout history have played a key role in shaping the world-view of their day”, says Richard, “Through Common Ground, artists from all corners of the globe can use the expressive language they know best -- visual art -- to share their concern for the fate of the earth. What’s more, they get to make a contribution in a tangible way since proceeds from the exhibition are donated to vital non-profit organizations such as Global Giving, World Wildlife Fund, and Global Environmental Institute.”

###

For more information, photos, or to arrange interviews, please contact Green Galactic's Lynn Hasty at 213.840.1201 and lynn@greengalactic.com

Common Ground 2010
An International Touring Digital Art Exhibition
At the Intersection of Art + Technology + Environmental Stewardship
Raises Funds and Awareness for Environmental Non-Profits
World Wildlife Fund, Global Giving, and Global Environmental Institute

Presented In Part by HP & FUJIFILM

Exhibition Runs From July 8 through August 13, 2010
Eco-Friendly Opening Reception - Thursday July 8, 2010, 7 pm -10 pm

A&I Gallery
933 North Highland Ave.
Los Angeles, CA 90038
<http://www.aandi.com/gallery> ☎ 323-856-5280

<http://www.CommonGround2010.com>



Untitled from the Common Ground Collection
Margeaux Walter - United States