



DO AC SAND SCULPTING WORLD CUP: JUNE 19-JULY 6, 2014

Did you know that professional sand sculpting has deep roots in the beaches of Atlantic City? Learn about the history of this amazing beach art, this year's World Cup competition and read bios of each of the international competitors.

ATLANTIC CITY, NJ (June 17, 2014) – Throughout the middle of June, 20 of the most noted sand-sculpting artists on the planet will be on Atlantic City's Pennsylvania Avenue beach, adjacent to the famed Steel Pier and the Landshark Bar & Grill, crafting their masterpieces for the DO AC Sand Sculpting World Cup, being held from Thursday, June 19, at noon, to the award ceremony on Friday, June 27, at 6.p.m. Thirty sculptures (20 solo and 10 duo) will be on display through the July 4th holiday weekend (Sunday, July 6) and it's free to come and check out the artists as they work their piles of sand into world-class oceanside art on Atlantic City's pristine *free* beach.

ATLANTIC CITY'S SAND-SCULPTING ROOTS

It was a heyday in every sense.

In the age before highways and airports could whisk people hundreds of miles in a few hours, they came by rail to places like Atlantic City. At a time when much of the New Jersey Shore were still fishing villages, Atlantic City was a thriving destination with worldly restaurants, grand hotels, a bustling Boardwalk, and one of the first "beach cultures" in the United States.

And a huge part of that beach culture were the artists who sculpted in the sand just off the Boardwalk.

This summer, Atlantic City will celebrate that history with the ***DO AC Sand Sculpting World Cup*** (June 19-July 6) with \$75,000 and the (new) McCord Cup on the line, the biggest prize purse ever in the history of sand sculpting.

"I compete around the world myself and I know the best artists on the planet," says event director and competitive sand carver and retired Atlantic City fire captain, John Gowdy, "This is something that everyone from a two-year old to a 102-year old enjoys."

Throughout the middle of June, the most noted sand-sculpting artists on the planet will be on Atlantic City's Pennsylvania Avenue beach crafting their masterpieces starting at noon on Thursday, June 19, and on public display through Sunday, July 6, bringing hundreds of thousands of spectators to the city. The award ceremony — during which the final sculptures will be on display — is scheduled for 6 p.m. on Friday, June 27.

"We all played in the sand as kids, and built castles," says Bill Horin, photographer, founder and creative director of the southern New Jersey art collective, ArtC, "so we can all appreciate the skill. And this is truly an art form. But unlike going into a gallery to look at a Modigliani or a Monet on the wall, this is something that everyone is going to relate to."



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Horin is currently working on a documentary on the rich history of sand sculpting in Atlantic City.

In addition, *Cheecoting*, a game of racing marbles on a sand course that developed on Italy's lively beaches after World War II will be played on site at the **DO AC Sand Sculpting World Cup**. It will mark the first time the game has been seen in action in the Americas.

"This is what AC needs right now," says Gowdy with a smile, "true, family oriented events."

A BRIEF HISTORY OF SAND SCULPTURE

If you trace the very roots of sand sculpting they bring you right to Atlantic City where it was first elevated to an art form. Philip McCord is considered the godfather of sculpting, skillfully working the sands of Atlantic City, known then as the "Playground of the World," as far back as 1897.

"He liked to carve right next to the Steel Pier, in the very place where the **DO AC Sand Sculpting World Cup** event is held today," explains Gowdy.

People came to Atlantic City to be entertained. The Diving Horse is synonymous with Atlantic City around the world. There was no end to the amusements and performances on these famed boards. Conventioneers, vacationers, and day-tripping families would travel to Atlantic City and gawk at the incredible artwork. "Rail birds," as they were called, would hang on the Boardwalk railings to watch. By passing a hat through the crowd, spectators would tip the artists, enabling some "sand modelers" to make a full-time living.

"Sand sculpture was, from the very beginning, an art form tied symbolically to the fortunes of this burgeoning resort town," describes Holly Metz in her essay entitled "Selling Sand and Sea" for *Clarion* magazine in 1992. "Philip McCord was soon joined by other enterprising sculptors who worked most of the year shaping beach sand into figures and scenes that represented current interests and events."

Between 1897 and 1944, sand sculpting became such a draw that the hotels would use photos to entice people to town with detailed sculptures of shipwrecks, waves and sea nymphs. And it wasn't just beach scenes as sand sculptures became known for historical portrayals and immense portraits – presidents, war heroes, celebrities, exotic animals, and leaders of women's right movements as well as battles and scenes from religious texts.

From Atlantic City, this art started to grow. Sand art was later documented on post cards, not only at East Coast resorts, but also around the world.

Much of the art was done on the speculation of the generosity of tourists; sometimes the art was commissioned as part of a particular attraction. In her essay, Metz documents famed artists like



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McCord, James J. Taylor, Owen Golden, Charles A. Ross, Dominick J. Spagnola, Lorenz Harres, George Spetsas and John Paul Jones.

The art had social history as well. Golden was an African American and Metz points to accounts where blacks and whites worked on sand art together, as well as European immigrants.

In 1944, the same year the Atlantic City Boardwalk was ravaged by an unnamed hurricane, the city dropped sand sculptures from its list of attractions. Some say that it became a hustle, where less skilled artists would swindle tourists. But despite its later reputation, the tradition of sand sculpting is a key artistic chapter to Atlantic City's history.

THE 2014 COMPETITION

Sand sculpting returned to its Atlantic City roots in a big way in 2013. But this year's ***DO AC Sand Sculpting World Cup*** is looking to be the biggest event ever.

Not only has Gowdy recruited the top 20 sculptors from around the world, but he's also secured a panel of the very best judges. In addition, a demo sculpture will be on display adjacent to the Boardwalk — the rest of the competition is beyond the dunes — allowing for passersby to really inspect the work and bringing back the tradition of the "rail birds," watching from above.

And even though Atlantic City's beaches are known for their beautiful sand, the event will bring in even finer grains from Tuckahoe Sand and Gravel, a New Jersey quarry less than 30 miles outside of Atlantic City. According to Gowdy, the event will reuse 500 tons from last year. This allows the artists to build higher and more detailed pieces. There are no agents used in the mixing of the sand during the work. It's not until the sculpture is completed that a mix of biodegradable solution and water is sprayed on to provide a thin coating that helps the art stand up to the weather.

This year's event will feature categories for both Solo and Doubles carving. The Solo competitors will be actively carving from June 19-22. The Doubles teams will be carving from June 24-27. The sand art will remain on display through July 6.

In addition, the viewing hours have been extended from 9 a.m. to 9 p.m. every day of the competition.

"Last year, we watched 130,000 people through the gate and the sand art wasn't even in sight from the Boardwalk," says Gowdy. "This year, I know we're going to double that. With the extended hours, I expect a half a million people seeing what we're doing."

THE COMPETITORS

Sand sculpting has become a serious competition and Atlantic City is happy to welcome the very best from across the U.S. and 10 different countries.



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Taking top honors in the Solo Competition in 2013 was Canadian Karen Fralich of Ontario, for her stunning “Amazon’s Pet.” But the door is wide open this year for the best in the world.

Brian Turnbough of Illinois and Joo Heng Tan of Singapore captured first place among the Doubles reviving ancient history in sand with “The Charge of Achilles.” Heng Tan, dubbed “Vincent Sand Gogh” by the *Dailymail UK* will be back this year. Now the owner of Sandworx, he won the International Sand Sculpting Competition in the Netherlands in 2000 and has been showcased in more than 20 countries around the world.

Last year’s second place Solo winner was David Ducharme, who studied stone sculpting, ceramics, metal and jewelry at the Kootenay School of Arts in British Columbia. Later, his artistic interest was sparked in sculpting sand, ice and snow. In 2003, he received second place in the Solo category, and first in the Doubles category in the World Championship of Sand Sculpture in Harrison, British Columbia, and has become one of the top sand-sculpture names in the world.

Also sculpting this year are the likes of Rusty Croft, Richard Varano, Pavel Melnikov, Michela Ciappini, Melineige Beauregard, Matt Long, Mark Anderson, Kevin Crawford, Joris Kivitz, Jonathan Bouchard, Dave Hicks, Daniel Doyle, Daniel Belcher, Baldrick Buckle, Aleksei Diakov, Damon Farmer and Laura Gowdy.

These international luminaries will be joined by Atlantic City’s own John Gowdy and Matt Deibert.

(Note: See full bios for each competitor at the end of this document.)

CHEECOTING

The courses for *Cheecoting* are sculpted masterpieces of their own. This beach game is sure to bring some curiosity as it hits the beaches of North America for the first time this summer.

During the 1950s and ’60s, Italy’s economy flourished — and, consequently, its own beach culture — setting the stage for the development of *Cheecoting*, a game of flicking colored marbles along a sand track. The pastime has enjoyed a bit of a nostalgic rebirth as of late. Italian sand sculptors began carving magnificent tracks and playing the game to the wonder of a new generation amazed by the art and skill. The track for the **DO AC Sand Sculpting World Cup** is to be built by noted Italian sand sculptor Antonio Molin. The races can be seen from noon to 8 p.m. every day during the event and, like in Italy, is sure to be a crowd pleaser.

This will be the first time the game has been played before the public in the U.S. The course is like a mini-golf course built in sand, with hills, valleys and tunnels. Competitors will flick their plastic marbles along a very long and winding track approximately 1-foot wide, with banked sides so the balls doesn't leave the track. The game will played on the World Cup site, near the Landshark Bar at Resorts.



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COMPETITOR BIOS

ALEKSEI DIAKOV (RUSSIA)

Aleksei Diakov hails from Moscow, Russia. He graduated from the Moscow College of Applied Arts in 1995. He later attended the Stroganov Moscow State University of Industrial and Applied Arts, where he graduated in 2002. After his graduation, he entered the sculpting section of Creative Union of Artists of Russia and the International Federation of Artists, and Moscow Union of artists. In addition to sand, Aleksei sculpts in various materials that include: bronze, stone, tree, ceramics, plastic, ice and snow.

BRUCE PHILIPS (USA)

Bruce has spent over 20 years practicing the art of sand sculpting. His name and sand art is known throughout the world. His amazing works of art have been displayed at festivals and competitions as well as in corporate and private events.

He's enjoyed seeing sand sculpting evolve into a major performing arts attraction and performance is what he's all about. In addition to sand, Bruce has fabricated small and larger scale sculptures in a wide variety of other media including, steel, iron, aluminum, fiberglass, rubber, gasoline and oil.

In the world of sand, Bruce has won the three-member division of the U.S. Open Sandcastle Competition seven times and holds over five world records.

BALDRICK BUCKLE (U.K.)

Born in Leeds, UK, Baldrick completed a foundation year in art and design at the Jacob Kramer College of Art. He spent six years traveling across Europe in 'Bertha', a 7.5-ton ex-British Army truck that was entirely financed through pavement art (large pastel replicas), the manufacturing of handicrafts, impromptu and wild music performances, and general ingenuity. In an interview in the Dutch newspaper, De Telegraaf, Buckle described this period as being "a magical chapter of life when happiness was inversely proportional to success."

Bertha came to rest in Amsterdam in 1997 where Buckle co-founded the Dutch sand sculpture collective "Sandaholics Anonymous." During this period Buckle organized several other collaborations including a successful attempt to 'sell sand to the Arabs', by negotiating a commission from the government of Abu Dhabi to construct the largest sand sculpture ever built in the Middle East (2001). A year later Baldrick worked with the Iraqi National Football Association, and broke pre-war trade sanctions, to produce a replica of the Iraqi football strips as a fund raising and publicity campaign against the planned invasion (2002).

In 2002, Buckle returned to academia where he graduated from the Gerrit Rietveld Art with a degree in Fine Art. Although he continues to make sand sculptures all over the world, he still exhibits in fine art shows and organizes other bizarre sculptural projects. In 2010 he successfully broke the world record for the largest cheese sculpture ever made.

DAMON FARMER (USA)

Damon Farmer works in a variety of artistic media. His paintings have been exhibited in numerous group and solo shows. He also creates theatrical sets and public art projects. Although he travels to Europe



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annually from his rural Kentucky home for painting projects, internationally, Damon is best known as a grandmaster sand sculptor. He has been the World Champion, American Champion, and North American Champion multiple times. He has sculpted sand for displays and competitions at events in China, Puerto Rico, Japan, Canada, Spain, Mexico, France and Italy, as well as many locations in the USA. His sand art has been featured on TV shows, in magazines, newspapers, calendars and postcards worldwide. In whatever medium he utilizes, a sense of wonder, whimsy, amusement and storytelling are characteristic qualities of his creations. Visit shadetreestudio.com to see samples of his work.

DANIEL T. BELCHER (USA)

Dan is from St. Louis, Missouri, and has been creating professional sand sculptures across the country and around the globe since 1990. During this time, he has competed in numerous contests and has worked with many teammates to win 14-team and solo World Championships. Dan is also a licensed landscape architect with a degree from Kansas State University. He is honored to have learned from many pioneers of the art form, and now is privileged to collaborate with many of the best new and talented sand sculptors from around the world. When not on the road, he loves brewing beer and being with good friends and family.

DAVID HICKS (ENGLAND)

David Hicks is from Yeovil, a town close to the south coast of England. He grew up making frequent trips to the beach, but little did he suspect that one day he would be making sculptures out of sand. Just eight years ago, his friend Mark Anderson invited him to help out with a sand sculpture project of St. Paul's Cathedral in London. Five years later, they opened the UK's first semi-permanent sand sculpture park together. Since that first job on St. Paul's, David has gone from shovel hand to being invited to compete in international events. He can't quite believe that one event eight years ago, turned his love for the beach as a young boy into a career.

MÉLINEIGE BEAUREGARD (CANADA)

Mélineige Beaugard is a master sand sculptor from Montreal, Quebec, Canada. She started sculpting using snow and ice in 1998. It was not until 2001 when she started sculpting with sand. Some believe sand sculpting is art, some believe it's a sport, while others, like Melineige, believe it's a spiritual experience. "When my hands touch the material, when my heart opens to give life, when my head is illuminated by light, I become the co-creator of the universe," she said. "An artist is one who spiritualizes matter." She should know. Art is in her blood. Her father is internationally renowned sculptor Guy Beaugard, and like her father, she too has achieved international success. In fact, in 2004, the father-daughter duo teamed to win the World Championship in the doubles category. Since then she has won several individual awards and in 2013 she was Grand Champion of the first All Woman World Championship of Sand Sculpting in Florida. "For me, art is a means of communication, a way to transmit the energy of life, to affirm its vastness and its beauty."

JONATHAN BOUCHARD (CANADA)

Jonathan Bouchard, better known as "Jobi," is fairly new to the competitive world of sand sculpting. Jobi already has the utmost respect from fellow competitors as a very creative and competitive person. His ideas are unique and well performed. He travels the world making sand sculptures for commercial events and has competed in many competitions throughout the U.S. Jobi is the reigning Revere Beach



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Champion four years in a row. He also took first place in Treasure Island and placed 1st as well in doubles in Virginia Beach. He hails from French-speaking Canada but is fluent in English, so throw him a compliment if you like what you see. You can always look for something impressive, different and incredible from this very talented sculptor.

JOOHENG TAN (SINGAPORE)

Hailed as Vincent Sand Gogh by the *Dailymail U.K.*, Singapore sculptor JOOheng Tan fell in love with the art of sand sculpting in the late '90s. His debut in 2000 saw him attain 1st prize in the International Sand Sculpting Competition in the Netherlands. As a result of his fueling passion for sand sculpting, JOOheng's works have been showcased in over 50 cities across more than 20 countries around the world. There are no signs of stopping for this sand sculptor extraordinaire, as in front of him lies plenty of prizes in various sand-sculpting championships around the world.

JORIS KIVITS (NETHERLANDS)

Joris started his career in the arts in graphic design and art direction for movies and television. Now a professional sand sculptor, he's worked with many renowned sand sculpture companies: Sandsation, WSSA (de Zandacademie), In Sand (formally known as In Actie), Sand Factory, Sandaholics, Sandworks, Sandlce, Zandvorm, and ProsasandArt. He's competed in top sand sculpting competitions all over the world that include: Virginia Beach Neptune Festival and the World Championship of Sand Sculpting.

He is still amazed by the relatively small amount of time that is needed to make the sand sculptures and the transience and beauty of the material. "Making sand sculptures is like a theatre-act; you can enjoy it as long as it is there and then the memory and pictures are the only things that remain." Visit www.joriskivits.nl

KEVIN CRAWFORD (AUSTRALIA)

Kevin Crawford has had an incredible journey through life as a nomadic sand gypsy. As a professional sand sculptor for 32 years, he has won over 11 sand sculpting competitions. He is the co-founder and partner of the most successful sand sculpting company in America, Sanscapes, and has now started Sandscapes in Australia. For the past few years he has worked internationally on large scale projects throughout Europe, Asia, America, Canada and, of course, his new home country of Australia. He lives near Perth in Western Australia with his wife, Gena and his two children, Keegan and Sienna.

MARK ANDERSON (U.K.)

Mark Anderson is 48 years old and is from the United Kingdom. He is the grandson of Fred Darrington, the famous "Weymouth Sand Artist," who sculpted sand from the mid 1920s until 1995. Mark worked for his grandfather between the ages of 11-15 as his helper and then after finishing college. After working in catering for four years, he joined him full time as his apprentice in 1988 and has been happily sand sculpting professionally around the world since.

Mark was the joint winner of the "Sculptors Choice Award" at the World Championships, in Harrison Hot Springs in 1996, the last time he attended. David Hicks became Mark's assistant in 2006 and together with the team they have undertaken many high profile commissions. In 2010, they created a scale model of Windsor Castle to celebrate the visit of HRH The Queen and Prince Philip to Weymouth and in 2012, they undertook a number of sculptures for the London Olympic Games. In 2011—with the



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backing of Dave's wife, Kate—Mark & Dave created “SandWorld,” a wonderful little sand sculpture visitor attraction in Weymouth, Dorset, U.K., “The home of British sand sculpture.”

MATTHEW DEIBERT (USA)

Matthew Deibert was born and raised in Atlantic City, New Jersey. Living close to the beaches, Matthew spent many days playing in the sand. As a child Matthew showed an interest for the arts, and it just so happens sand was a medium readily available and affordable. Sandcastles, large decorative walls, tunnels and motes were some of his favorites. Through his school years, he returned to the beaches, abandoning sand as an art form, but to serve the public along the beach as a lifeguard. It was the birth of his first son, Ian, and their early trips to the beach that sparked a new relationship enjoying the sand. This enjoyment transformed into a passion after studying the art of sand sculpture and discovering the history of sand sculpture and its connection with Atlantic City. At present, Matthew holds a BA from Mercyhurst College with an emphasis in graphic design. He's a Captain with the Atlantic City Fire Department, and is married with six children. He's competed and worked with sand professionally since 1999. During his free time he can usually be found with family and friends on the Jersey Shore. He also enjoys playing golf—one place where he tries to stay out of the sand.

Matthew's created sand sculptures for many high profile events that include: Super Bowl XLIII, and The White House Commission on Remembrance “ Sands of Remembrance” 60th Anniversary D-Day, Omaha Beach, Normandy, France.

MATT LONG (USA)

Matt is an original cast member of the Travel Channel show, “Sand Masters.” He has carved sand at locations from Thailand to Times Square. Matt donates his art and skills to many important community causes in the New York area including several 9/11 Memorial sculptures. This past summer, Matt was responsible for the largest public art installation in New York City in the form of a 55-ton sand castle, sculpted solo, prompting a visit from then, Mayor Michael Bloomberg and a near million locals and tourists to the downtown area. Through his art he supports the South Street Seaport, Building For America's Bravest, The Stephen Siller Foundation, The National Lighthouse Museum, The Staten Island Children's Museum, The American Cancer Society's Relay for Life, and The March of Dimes.

A woodworker and wood restoration specialist by trade, his NYC based company of 40 years (FRW, LLC) has restored wood in many of New York's (America's) most cherished landmarks and is listed in the New York City Landmarks Conservancy “Restoration Directory.” Matt welcomes direct e-mails inquiries at: matt@canyoudigit.com or matt@sandsculptor.com

MICHELA CIAPPINI (ITALY)

Michela Ciappini was born June 26th, 1976, in Longiano, Italy. After five years at the Art Institute, studying decoration and restoring, she continued to study at the Art Academy in Bologna where she studied stage-design. It is here where she discovered the art of background scenery, which became her passion. For many years, she worked in different theatre companies, and other private scene companies for theater productions television set productions. She has worked on the Atelier building scene with many different materials (polystyrene, wood, colors, resin, concrete) and has worked on the stage as a set designer. In 2003, she started to carve sand at her home place on the beach and there she discovered a new way to train herself in art. After that, she discovered and began to carve snow and ice.



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Since that time she has done more and more sand projects. She participated in many events around Europe, and other countries (Belgium, Holland, U.K., Canada, Virginia, Colombia, Indonesia, Italy, Latvia, Russia, Switzerland, Andorra, Germany, Australia, and Japan.

PAVEL MYLNIKOV (RUSSIA)

Pavel Mylnikov was born in Moscow August 14th, 1978. He attended the Surikov Academic Art Lyceum of Moscow from 1989 to 1996. He then attended the Surikov Academic Art Institute of Moscow from 1996-2002. Since he started competing in 1997, he's won the World Championship of Sand Sculpting five times. He is also the 11-time winner of the International and Russian competitions of sand sculpting. Pavel also has been a winner multiple times in the international and Russian competitions and festivals of sculpture made of ice and snow. In 1999, he participated in many Moscow art exhibitions and lastly in 2002, he joined the Moscow Union of Artists.

PETER VOGELAAR (CANADA)

Peter has been an artist for most of his life, and a sand sculptor for the past 11 years. He has won numerous awards, including 2 World Championships, 5 Canadian Open Contests, and the North American Championship in 2009.

It has been a pleasure to take part in sand exhibitions around the world and work alongside many of the talented sculptors you see here.

He has painted jazz musicians for many years, and sculpted them in snow, sand and ice. This piece could be interpreted as jazz sculpture, incorporating improvisation, rhythm and free style.

RICH VARANO (USA)

Rich Varano is a second-generation sand sculptor. Born in 1958, he began sand sculpting at age six with his dad, an avid amateur sand sculptor. Rich turned pro and established "Varano Sand Sculpture Company" in the early 1980s. He worked at Sea World in Florida for the better part of a decade from the mid 1980s -1990s. He has traveled the world for the past 30 years to do his work, visiting many countries and all continents in doing so. He has won dozens of awards in major events worldwide, including the American Sand Sculpting Festival, the North American Sand Sculpting Championships, The U.S. Open, South Padre Island Sand Castle Days, Corpus Christie /Port Aransas, The Canadian Open, The CNE and The PNE in Canada, and many more international events around the world. His work is popular with the viewing public, as he prefers to create sculptures that the largest sector of a given audience will understand and appreciate. Thus, he has won the "People's Choice Award" a lot. He has garnered 12 awards at the World Championships. He has also won the "World Grandmaster" title at the "Tournament of Champions" two out of the three times he entered that event. He is currently directing the twice-yearly Jesolo (Venice), Italy, sand events, (about 30 of them so far) and you can see his company's work at sultansofsand.com and can "Like" his Facebook page: "Sultans Of Sand Worldwide."

RUSTY CROFT (USA)

When your first project sets a world record, you know you're onto something big. Such was the case with Rusty Croft, an Iowa kid who became a professional sand sculptor after falling in love with the ephemeral medium while living in the Caribbean. Rusty's professional sand sculpting career began in San Diego in 1997, where he worked with an international team to create a world record-setting sand



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sculpture, “The Lost City of Atlantis” (a 20-acre recreation of the paradise buried beneath the sea). From that point on his creativity was unleashed and he has sculpted sand in over 20 different countries, winning many awards and accolades along the way. In 2010, Rusty was approached by Travel Channel to create “Sand Masters,” television show loosely based on his company, Sand Guys. As host and star of the program, Rusty and the Sand Guys team have become some of the most recognizable personalities in the sand world.

The Sand Guys have traveled the globe working for clients ranging from Ringling Brothers and Life is Good, to the U.S. Navy, Lands End, and Google. Along with their television show, the Sand Guys have appeared on *Good Morning America*, *Today Show*, *Rachel Ray* and been featured in national publications such as *Bloomberg Businessweek*, *Sunset Magazine*, *Lands End* and *American Lifestyles*. After 16 years Rusty still finds the most pleasure in traveling to new places, meeting new people and watching as they discover the extraordinary—in ordinary sand. Rusty still remembers how intrigued he was when he saw his first sand sculpture. "I was instantly in love," he recalls. Now he hopes that his work will inspire and motivate a new generation of sand sculptors. “My motto is dig in and make art," he said. "It's that simple." Join in and travel with him on SandGuys.com and Sand Guys/Facebook.

SUDARSAN PATNAIK (INDIA)

Born to a poor family in the land of Lord Jagannath, Puri, Orissa, Pattnaik spent his childhood in the lap of Mother Earth, playing in the sands of the golden beach of Puri, making sculptures of Gods and Goddesses. Initially the forms of the sculpture were not matured, as he did not get any professional assistance. Despite these limitations he pursued in his endeavor with an unseen vigor and an indomitable will to master the art. With the help of his imagination and creativity and without compromising on purity, slowly and steadily he raised sand art to its current elevated status, earning accolades at home and abroad. He took up the challenge to popularize sand art as a professional art form and started exhibiting sand art at various places in India by giving new content and meaning to its form.

His objective is to popularize sand art, a unique form of art, which can be used to express our own creativity, creating awareness and enthusiasm among the people and making it popular to create more artists. He does this by traveling to various places in the country and demonstrating this art form by holding workshops. Pattnaik is also running a sand art institute in Puri, which he started 15 years ago.

He has used sand art as a medium to create social awareness amongst people on global issues such as world peace, threatened wild life species (Olive Ridley Turtles), terrorism, HIV-aids, world sports, global warming, which has been extensively covered by the electronic national and international media like BBC, CNN, ABC, Doordarshan, Discovery, National Geographic, Aaj Tak, NDTV and others, as well as the print media. Sand Art is a very popular form of professional art in various countries of the world. Various sand art competitions and festivals take place on an international level. It is like any other sporting event where selected sand artists from around the world are invited to represent their country by the International Sand Art Committee. The artists give live demonstrations where thousands of people flock together to witness the mega event. Visit sandindia.com



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About Atlantic City

From sandals to stilettos and foie gras to funnel cakes, Atlantic City offers something for everyone. Enjoy world-class entertainment, dining, shopping, gaming, relaxing on the beach and strolling the historic Boardwalk in the city created to escape the city. For more information visit www.doatlanticcity.com or:

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The Atlantic City Alliance was established in 2011 as a private, not-for-profit corporation whose primary mission is to develop and implement a full-scale, broad-based, multi-year marketing program for Atlantic City.

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