

**For Release Sept. 18, 2014 at 9 a.m. EST**

## **LG ELECTRONICS CELEBRATES THE BRILLIANCE OF ART AND DISPLAY AT STAR-STUDED ‘ART OF THE PIXEL’ GALA**

*John Summerson, Pacific Northwest College of Art, Grand Prize Winner in  
New-Media Competition Featuring New OLED and Ultra HD 4K Displays*

**NEW YORK, Sept. 18, 2014** – After narrowing nearly 300 entries from students at nine of the nation’s top art schools to nine impressive finalists, LG Electronics USA announced last night that Pacific Northwest College of Art (PNCA) student John Summerson took the top prize in “The Art of the Pixel: Powered by LG Ultra HD 4K and OLED TV.”

Summerson’s piece, “Painting from Life,” which was judged and scored by renowned digital artist Mark Tribe, LG experts and an online popular vote, was announced the winner by LG Art of the Pixel Ambassador Neil Patrick Harris at a star-studded gala in New York.

“It’s been a privilege and a thrill to be a part of the Art of the Pixel program and to support young artists and arts education,” said Harris. “I thought John’s piece was particularly clever. His choice of music as well as his decision to turn vibrant watercolors into stop-motion really came alive on LG’s new Ultra HD and OLED display technologies. It just goes to show that every artist, like each work of art, is unique.”

LG’s Art of the Pixel Gala recognized all nine finalists and featured their works on the latest Ultra HD and OLED TVs. Summerson was awarded the grand prize for students, and his school, PNCA, also received a \$50,000 grant from LG to support arts education. Runner-up Joseph Bui also took home a prize and a \$25,000 grant for his school, Pratt Institute. The school with the most online popular votes this summer, Laguna College of Art and Design, was awarded a grant as well. In total, LG provided more than \$250,000 in student and university awards.

“All nine finalists made wonderful work that looks great on these new Ultra HD and OLED display technologies, with their amazing contrast, color and detail,” said Tribe. “John’s ‘Painting

from Life' piece really stood out for me. I love the way he makes the artistic process come to life."

The gala also marked the official unveiling of LG's new 77- and 65-inch class (76.7 and 64.5 inches measured diagonally) 77EG9700 and 65EC9700 Ultra HD 4K OLED TVs. Combining the intense detail of 4K Ultra HD and the superior contrast and color accuracy of OLED technology, LG's Ultra HD 4K OLED TVs are the first to hit the U.S. market and provide both the ultimate digital canvas for new media artists and the new standard in home entertainment. The 65EC9700 will be available nationwide in October at a suggested price of \$9,999, and the 77EG9700 will be available in November at select retailers at a suggested price of \$24,999.

"This was a unique opportunity for these young artists because we are the only manufacturer bringing Ultra HD 4K OLED TVs to the United States," said David VanderWaal, head of marketing of LG Electronics USA. "Seeing how our Art of the Pixel finalists took advantage of these displays has been nothing short of inspiring. We can't wait to see what other artists will accomplish on these screens."

As the first to introduce Ultra HD TV to the United States and as the industry leader in OLED TV, LG is uniquely positioned to provide the canvas for today's digital artwork with its latest display technologies. LG's Ultra HD 4K TVs offer the ultimate in picture quality, with increased resolution – more than 8 million pixels – that enable the finer details of artists' work to come to life with incredible clarity and brilliant detail as compared to Full HD displays. LG's OLED TVs are the future of display, delivering incredible color accuracy and an infinite contrast ratio for brighter, more vibrant images within a super-slim and elegant display. Last month, LG introduced its third OLED TV in 13 months, further cementing its market dominance in this new display category, while also making the technology more affordable than ever before to consumers.

For more on The Art of the Pixel and to view Summerson's and the other finalists' art works, please visit [www.lgusa.com/LGSupportsTheArts](http://www.lgusa.com/LGSupportsTheArts).

###

**About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG's "Life's Good" marketing theme. LG Electronics is a 2014 ENERGY STAR Partner of the Year. For more information, please visit [www.lg.com](http://www.lg.com).

**About CalArts**

Ranked America's number one college for students in the arts by Newsweek/The Daily Beast, CalArts is recognized for its commitment to creative thinking and risk-taking. With its six related schools: Art, Critical Studies, Dance, Film/Video, Music and Theater, CalArts is unique in its multidisciplinary approach to studying the arts and is one of the first schools in the country to offer a program in World Music for performance. CalArts encourages students to recognize and explore the complexity of the aesthetic, social and political aspects of the arts. It is supported by its distinguished faculty of practicing artists and provides its BFA, MFA and DMA students with both the hands-on training and the engagement with the cultural community necessary for artists' growth. CalArts was founded in 1961—and opened in 1969—as the first institution of higher learning in the U.S. specifically for students interested exclusively in pursuing degrees in the visual and performing arts.

**About Laguna College of Art and Design**

Laguna College of Art and Design is one of an elite number of institutions that has both regional accreditation from the Western Association of Schools and Colleges and national accreditation by the National Association of Schools of Art and Design. The LCAD Design and Digital Media program offers an intensely creative, digitally advanced and professionally relevant educational experience. LCAD believes designers are problem solvers who work across all areas of media, therefore all design students receive a comprehensive education in print, 3D, video, motion, and UI/UX design. The reputation of LCAD's Design and Digital Media program has given graduates exclusive entry into the professional design community and employment with the world's most recognized brands. LCAD Bachelors of Fine Arts degrees are offered in Design and Digital Media, Drawing and Painting, Illustration, Animation, and Game Art. The graduate program awards a Master of Fine Arts in Drawing and in Painting.

**About Maryland Institute College of Art**

Founded in 1826, Maryland Institute College of Art (MICA) is the oldest continuously degree-granting college of art and design in the nation. The College enrolls nearly 3,500 undergraduate, graduate and continuing studies students from 48 states and 61 countries in fine arts, design, electronic media, art education, liberal arts, and professional studies degree and non-credit programs. Redefining art and design education, MICA is pioneering interdisciplinary approaches to innovation, research, and community and social engagement. Alumni and programming reach around the globe, even as MICA remains a cultural cornerstone in the Baltimore/Washington region, hosting hundreds of exhibitions and events annually by students, faculty and other established artists.

**About Pacific Northwest College of Art**

As Oregon's flagship college of art and design since 1909, Pacific Northwest College of Art has helped shape Oregon's visual arts landscape for more than a century. PNCA students study with award-winning faculty in small classes. In the last seven years, PNCA has doubled both the student body and full-time faculty, quadrupled its endowment, and added innovative undergraduate and graduate programs. PNCA is now embarking on its boldest venture yet by establishing the Arlene and Harold Schnitzer Center for Art and Design as an anchor for the College's vision of a new campus home on Portland's North Park Blocks. Focusing on the transformative power of creativity, the capital campaign, Creativity Works Here, was launched in June 2012 with a lead gift from The Harold & Arlene Schnitzer CARE Foundation of \$5 million. PNCA's new home will be a bustling hub for creativity and entrepreneurship, reflecting the influential role of art and design in our 21st century economy – both in Portland and beyond. For more information, visit [pnca.edu](http://pnca.edu).

**About Parsons The New School for Design**

Parsons The New School for Design is one of the leading institutions for art and design education in the world. Based in New York but active around the world, the school offers undergraduate and graduate programs in the full spectrum of art and design disciplines. Critical thinking and collaboration are at the heart of a Parsons education. Parsons graduates are leaders in their respective fields, with a shared commitment to creatively and critically addressing the complexities of life in the 21st century. For more information, please visit [www.newschool.edu/parsons](http://www.newschool.edu/parsons).

**About Pratt Institute**

Founded in 1887, Pratt Institute is a global leader in higher education dedicated to preparing its 4,700 undergraduate and graduate students for successful careers in art, design, architecture, information and library science, and liberal arts and sciences. Located in a cultural hub with historic campuses in Brooklyn and Manhattan, Pratt is a living lab of craft and creativity with an esteemed

faculty of accomplished professionals and scholars who challenge their talented students to transform their passion into meaningful expression.

**About Rhode Island School of Design**

Rhode Island School of Design (RISD) has earned an international reputation as the leading college of art and design in the United States. Recently ranked #1 in Business Insider's survey of The World's 25 Best Design Schools, approximately 2,400 students from around the world study at RISD, pursuing full-time bachelor's or master's degree programs in a choice of 19 studio majors. RISD is known for its phenomenal faculty of artists and designers, the breadth of its specialized facilities and its hands-on, studio-based approach to learning – one in which critical thinking informs making works by hand. Required courses in the liberal arts provide an essential complement to studio work, enabling graduates to become critical and informed individuals eager to engage with the world. Through the accomplishments of its 26,000 alumni, the college champions the vital role artists and designers play in satisfying the global demand for innovation. Founded in 1877, RISD (pronounced "RIZ-dee") and the RISD Museum of Art help make Providence, RI among the most culturally active and creative cities in the region. For more information, visit [www.risd.edu](http://www.risd.edu).

**About the San Francisco Art Institute**

San Francisco Art Institute (SFAI) is a magnet for individuals who push beyond what is known to discover uncharted artistic terrain. This has been true since its doors first opened in 1871 and why we can say that San Francisco Art Institute's "history" is of always being contemporary. SFAI artists learn to think expansively, research infinitely, question everything, shatter existing paradigms, and redefine and contest cultural "norms." This relentless boundary breaking is not merely rebellious; it reflects a collective goal: to create new ways of looking at and living in the world. Through its many facets—degree programs, exhibitions, public programs, non-degree courses, and artist-driven educational experiments—SFAI nurtures an eclectic range of independent minds under its roof, approaching learning and thinking about art and its critical contexts without fear, shame, or intellectual/artistic constraints.

More information about SFAI's programs, including BFA and BA degrees, MFA (academic year and summer options) and MA degrees, a dual MA/MFA degree, a Post-Baccalaureate Certificate, and a range of continuing education and public programs, please visit [www.sfai.edu](http://www.sfai.edu)

**About the School of the Museum of Fine Arts, Boston**

Founded in 1876 and accredited by the National Association of Schools of Art and Design, the School of the Museum of Fine Arts, Boston (SMFA) is one of only two art schools in the country affiliated with a major museum—the Museum of Fine Arts, Boston. Its mission is to provide an education in the fine arts—for undergraduate and graduate artists—that is interdisciplinary and self-directed. The SMFA education values cultural, artistic and intellectual diversity; it embraces a wide range of media; it stresses the development of individual vision and its relation to culture in general; it values equally the knowledge gained by thinking and doing; it is deeply engaged with the world as a whole. If the mission is constant, its practice is always transforming. For more information about our programs and partnerships, visit [www.smfa.edu](http://www.smfa.edu).

*Media Contacts:*

LG Electronics USA

Taryn Brucia  
[taryn.brucia@lge.com](mailto:taryn.brucia@lge.com)  
201-816-2187

Ted Maass  
[ted.maass@lg-one.com](mailto:ted.maass@lg-one.com)  
312-397-6014