

FOR IMMEDIATE RELEASE**LG CALLS ON RENOWNED DIGITAL ARTIST
AND YOU TO AWARD NEXT GREAT DIGITAL ARTISTS**

*Mark Tribe Joins 'The Art of the Pixel' Judging Panel;
Online Voting Launches on LG.com*

ENGLEWOOD CLIFFS, N.J., July 1, 2014 – Mark Tribe, renowned digital artist, curator and founder of the not-for-profit arts organization, Rhizome, is partnering with LG Electronics USA to celebrate and evaluate work by the nation's top art students for the new-media competition: The Art of the Pixel: Powered by LG Ultra HD 4K and OLED TV. Beginning today, LG is also giving America a voice in the competition, inviting art enthusiasts from around the country to cast their votes online through July 31.

“I have always been inspired by technology, and I appreciate the potential of Ultra HD 4K technology to advance how artists display their digital work,” said Tribe. “I love what LG is doing to support emerging visual arts and look forward to seeing how some of the brightest young talent from around the country takes advantage of the clarity and detail of this new technology.”

Tribe is one of the foremost authorities in new media art today. Since founding Rhizome in 1996, he has curated shows at the New Museum of Contemporary Art and the Massachusetts Museum of Contemporary Art, among others, and currently serves in the Fine Arts Department at School of Visual Arts in New York City. He is the author of *New Media Art* (Taschen, 2006) as well as numerous articles on the subject. His latest exhibition, *Plein Air*, features the aerial perspective of landscape photography through computer simulation and is on display July 19 through Sept. 28 at the Corcoran Gallery of Art in Washington.

“Mark Tribe embodies the intersection of art and technology at the forefront of new media,” said Dave VanderWaal, head of marketing for LG Electronics USA. “His accomplishments and passion for advancing the visual arts make him an ideal partner to help us celebrate the student artwork submissions that our Ultra HD and OLED TVs will help bring to life with incredible detail and brilliance.”

The public will also have a voice in The Art of the Pixel, as LG opened public voting for the competition today. Through July 31, art enthusiasts can visit the Contest Gallery on www.lgusa.com/LGSupportsTheArts to cast one vote daily for their favorite submissions. The school whose students collectively generate the most popular votes will win a \$25,000 grant for its new-media art program. Additionally, individual students whose submissions receive the most votes will gain key points towards representing their schools as a finalist.

The Art of the Pixel is a new-media competition challenging students from nine art schools across the country to create digital masterpieces using LG Ultra HD 4K and OLED TV for a chance to win prizes for themselves and their schools. Participating schools are: the California Institute of the Arts (CalArts), Laguna College of Art and Design (LCAD), Maryland Institute College of Arts (MICA), Pacific Northwest College of Art (PCNA), Parsons The New School for Design, Pratt Institute, Rhode Island School of Design (RISD), San Francisco Art Institute (SFAI) and School of the Museum of Fine Arts, Boston (SMFA).

Finalists from each participating school will be announced in August. The Art of the Pixel program will culminate with an art gala event in New York City in September where LG will provide more than \$250,000 in student and university awards.

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 TVs offer increased resolution – more than 8 million pixels – which means the finer details of artists’ work will come to life with incredible clarity and brilliant detail as compared to Full HD displays. LG’s OLED TVs

offer the ultimate in display technology with incredible color accuracy and an infinite contrast ratio for brighter, more vibrant images within a super-slim and elegant display.

For more on The Art of the Pixel and to vote on your favorite submission, please visit www.lgusa.com/LGSupportsTheArts.

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***NO PURCHASE NECESSARY TO ENTER OR WIN. Contest Entry is not open to the general public.** The Contest is open to students, 17 years or older at the time of entry, who are enrolled at a participating school and are legal residents of the United States. Voters must be legal residents of the 50 states or the District of Columbia, and 17 years of age or older. Contest Entry starts at 12:00:01 AM ET on 6/1/14 and ends at 11:59:59 PM ET on 7/13/14. Void where prohibited by law. For complete official rules, visit www.lgusa.com/LGSupportsTheArts.

**4K/UHD content delivery standards still being developed.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$52 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.

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.

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.

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.

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.

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. Our mission is to provide an education in the fine arts—for undergraduate and graduate artists—that is interdisciplinary and self-directed. This 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.

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