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DUMBO DRUMS UP NEW ART FORM
Dumbo Improvement District works with Oil Drum Art, Inc. to bring green art to DUMBO

BROOKLYN, NY – On Thursday, March 20th, the Dumbo Improvement District brings a new and innovative art form to New York City. Working in partnership with Jack Lardis, President and Founder of Oil Drum Art, Inc., the Improvement District is hosting the environmental art exhibition as part of the neighborhood sustainability initiative, SEED (Smart Environmental Efforts in DUMBO).

Oil Drum Art was launched in New Haven, Connecticut in 2003 and aims to educate its audience through a wide range of artistic disciplines and visual statements that are informative, caustic, satirical, educational and whimsical. Works in the exhibition have been created out of used 55-gallon oil drums that have been recycled through their transformation into art. “Through this new art form, audiences become aware of issues that confront them in their daily lives – the environment, global warming, the energy crisis, the economy and the Middle East war,” says Mr. Lardis.

Not only does the exhibition bring a new audience to Oil Drum Art, but it also presents a new opportunity for DUMBO artists. Following the exhibition, Mr. Lardis and Oil Drum Art will donate five 55-gallon drums to the Dumbo Improvement District for distribution to DUMBO-based artists. “With DUMBO’s strong artistic community and the Improvement District’s desire to help DUMBO go green, the timing could not be better to bring Oil Drum Art to our neighborhood,” states Tucker Reed, Executive Director of the Improvement District.

The environmental art exhibition will be on view in Gallery 202 of the 111 Front Street Galleries from Thursday, March 20th through Friday, May 2nd from 10:00AM to 6:00PM Monday through Friday and by appointment on Saturdays. The public is invited to meet and talk with the artists at an opening reception on Thursday, March 20, 2008 from 7:00 – 9:00PM in Gallery 202 of the 111 Front Street Galleries in DUMBO.

Exhibition space is generously provided by Two Trees Management Co. LLC. For more information about Oil Drum Art, please visit: www.oildrumart.org, and for more information about SEED and the Dumbo Improvement District, please visit: www.dumbonyc.org.

The Dumbo Improvement District is dedicated to the enhancement and promotion of one of New York City’s most historic, dynamic and compelling neighborhoods. In no other place throughout the five boroughs can one find such impeccable views, alluring public spaces, charming streetscapes, unique shops and restaurants and celebrated architecture. www.dumbonyc.org