

August 3, 2006
MEDIA CONTACT: Ms. Telo Dunne

TEL: 313-831-3500
EMAIL: media@cloverfestival.com

FOR IMMEDIATE RELEASE:

COMMUNICATING THROUGH DANCE

©POP Artist Chris Dean Creates Christian Pop Culture for CLOVER Festival Launch

TRAVERSE CITY, MICHIGAN, USA: The typical juxtaposition of Christianity and popular culture has been bridged with a creative work produced to honor the launch of the world's largest - and America's first ever - major Christian Dance Music Festival: The CLOVER Festival. This globally significant cultural event will be held this August 25th, 26th & 27th on the beautiful bay-front of one of the nation's top vacation destinations.

The CLOVER 2006 commemorative artwork has been produced to function as a promotional poster for a national music event, as well as a collectible work. The Clover Festival Poster Sponsor, ©POP Gallery, was founded on this artistic genre, having since become one of the world's leading authorities on collectible popular music posters and artwork. As such, gallery owner and CLOVER festival Arts & Creative Director, Tom Thewes, wanted to ensure that the CLOVER poster artwork appeal to the youth market (between 13 - 27 years of age) who most appreciate the music programmed for this life + faith inspiring, yet high-tech festival. Traditionally, reaching and engaging this group is tricky, as it necessitates a keen understanding of the "up-to-the-nanosecond" tastes of a constantly changing subculture and usually involves excluding the older generation who "just don't get it" because if they did the art would no longer be "cool." Tom selected artist Chris Dean to accomplish the key task of attracting guests in a way that works with the spirit of the event, yet retains "street credibility" as well as substantial artistic legitimacy.

Chris was chosen as the ideal creator for this work. He skillfully and confidently walks the tenuous line of being an avant-garde and cutting-edge new talent while retaining his moral sensibility. Chris' aesthetic is grounded in his Christian ethics while he explores his interest in scientific advancement, usually viewed through the lens of kitschy 50's and 60's science classroom text books and film strips. Says Thewes about Dean's work, "I think this perspective fits perfectly with the techno-based dance music that is a core segment of our presentation. In our poster, Chris juxtaposes the technical representation of an auditory spectrograph created by digital music producers against the depiction of honeybees, who actually communicate through dance. As the basis for the composition, he chose St. Cecilia, the patron saint of music. While being inspired by the communicative dance of the bees, she dons a stylized representation of a space helmet evoking her otherworldly, heavenly attitude as a sort of space-age halo. There are also subtle triads used throughout the piece, reinforcing the presence of the trinity. I feel that this is a very powerful and successful image to represent our inaugural event because it maintains all of the visual qualities necessary for a strong composition while at the same time retaining a light-hearted, even humorous attitude and a positive edginess that will appeal to the young crowd we are seeking to motivate and inspire."

The CLOVER commemorative poster will be available for sale on-site at the Festival for \$15.00. Each day, artist Chris Dean will be on site signing his work, greeting fans and making this event poster all the more collectible.