



NEWS RELEASE

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ARTCRANK TO BRING THEIR BIKE POSTER SHOW TO BRECKENRIDGE

Featuring affordable, local, bike art, the exhibition will be a featured part of the inaugural Breckenridge Int'l Festival of Arts and 2015 USA Pro Challenge

Exhibition runs Aug 19-31, 2015 at Old Masonic Hall

BRECKENRIDGE, CO (April 8, 2015) – ARTCRANK, an international pop-up show of bicycle-inspired posters, is teaming up with Breckenridge Creative Arts to present a two-week exhibition this summer in the soon-to-open Old Masonic Hall, a new multi-purpose arts facility in downtown Breckenridge. The show will debut on August 19 as part of the Breckenridge International Festival of Arts (BIFA), which coincides with USA Pro Challenge's stopover in Breckenridge on August 20-21, with posters remaining on display through August 31.

Billed as "A poster party for bike people," ARTCRANK BRK will feature hand-made, bike-inspired posters created by 25 artists from Summit County and the Front Range. Admission to the exhibit is free, and limited edition, signed and numbered copies of all posters will be available for \$40 each. The opening night party on August 19 will also offer local craft beverages, live screen-printing, bike-inspired short films shown on an outdoor screen, DJ music, and more.

ARTCRANK made its debut in Minneapolis in 20017 and has held shows in bike-friendly cities in the US and UK, including Portland, San Francisco, St. Louis, Denver and London. From the start, the show's formula has been simple: Throw a party featuring affordable posters designed by talented local artists, celebrating bicycles and the people who ride them.

"ARTCRANK's mission has always been to make art as accessible as bikes are, and to use creativity to change the way people think about cycling," said Charles Youel, founder and Creative Director of ARTCRANK. "We're thrilled to join forces with BreckCreate and showcase the talents of so many Colorado artists in a community that's a catalyst for both competitive and casual bike culture."

The Breckenridge show will be organized and juried by the ARTCRANK curatorial team. Artists are encouraged to submit portfolios and will be selected based on their artistic merit. Once chosen, the 25 artists create an original poster about bikes, mountain culture, and/or cycling in Colorado. For more information on the call to artists and project details, visit artcrank.com or breckcreate.org.

ARTCRANK BRK is presented by Breckenridge Creative Arts, or BreckCreate, as part of its inaugural Breckenridge Festival of Arts (BIFA), which coincides with the two days that USA Pro Challenge rolls through town. "Cycling has often been described as a form of art, in and of itself," said Robb Woulfe, President and CEO of BreckCreate. "We thought this project was a great way to connect the worlds of sports and culture, while also supporting our festival's themes of adventure, play and creativity, which together define the Breckenridge experience." The inaugural BIFA season runs August 14-23, 2015.

About ARTCRANK

ARTCRANK is a show of bicycle-inspired poster artwork that introduces people to talented local artists and sends them home with affordable, original works of art. Since its 2007 debut in Minneapolis, ARTCRANK has held shows in Portland, San Francisco, New York, Austin, Los Angeles and London. Recently, ARTCRANK added a collaboration with Vélib', the Paris bike share program. ARTCRANK uses creativity to change how people think about bicycles and grow the cycling community. For more information, visit artcrank.com.

About Breckenridge Creative Arts

Established in 2014, Breckenridge Creative Arts was developed to support and promote arts, culture, and creative experiences throughout Breckenridge. This multidisciplinary nonprofit organization is responsible for the successful management of a series of properties, programs, and partnerships that collectively animate and populate a cultural corridor in the heart of downtown Breckenridge. For more information, visit breckcreate.org.

About Breckenridge International Festival of Arts

Presented by Breckenridge Creative Arts from August 14-23, the inaugural Breckenridge International Festival of Arts (BIFA) is a multi-arts program of extraordinary events in spectacular places and spaces across Breckenridge. Inspired by themes of environment and mountain culture, the 10-day festival brings together a variety of performances, exhibitions, screenings, workshops, talks, and surprise collaborations, with an eclectic mix of music, dance, film, visual arts, open-air spectacle, and family entertainment. The BIFA lineup will be announced in May.

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