



DRAP-ART, INTERNATIONAL FESTIVAL OF RECYCLED ART, TO HAVE NORTH AMERICAN PREMIERE IN PITTSBURGH AS PART OF INAUGURAL RE:NEW FESTIVAL

**Re:NEW Festival Presented by Collaborative that Includes
The Andy Warhol Museum and Carnegie Museum of Art**

Exhibit Displayed in Phillip Johnson's Acclaimed Wintergarden at PPG Place

PITTSBURGH—For almost 20 years, Drap-Art in Barcelona has showcased an international festival of recycled art at the Centre for Contemporary Culture of Barcelona. This curated exhibition brings together hundreds of accomplished international artists from dozens of countries who reuse materials to create provocative and compelling multi-media artworks.

Now Drap-Art will curate its first North American exhibition in Pittsburgh as part of the inaugural Re:NEW Festival, a month-long celebration of creative reuse, sustainability and transformation, Sept. 9-Oct. 9, 2016. Drap-Art will be displayed in Phillip Johnson's Wintergarden at PPG Place, an architecturally significant building in the heart of downtown Pittsburgh.

Once the Steel Capital of the World, art and culture are engines of change in Pittsburgh today. The City's commitment to the arts, paired with internationally recognized sustainable practices, are among the reasons Pittsburgh is recognized as one of the world's best places to live and visit and why leaders have come together to present the Re:NEW Festival, with the U.S. premiere of Drap-Art as one of its primary centerpieces.

This inaugural festival is expected to attract cultural and eco tourists by complementing the world-class art on view in Pittsburgh at places such as The Mattress Factory, The Andy Warhol Museum and Carnegie Museum of Art, home of the Carnegie International, the oldest exhibition of international contemporary art in North America. The Pittsburgh region is also home to Frank Lloyd Wright's masterpiece, Falling Water, an iconic example of sustainable architecture rightfully celebrated for embracing nature as a guiding principle.

The month-long Pittsburgh Re:NEW Festival will include art exhibits within conventional galleries and alternative urban spaces, public art, tours of reclaimed industrial sites, markets of upcycled goods, films, performances, and environmental exhibits and programming that showcase the festival's themes of creative recycling and transformation.

About Drap Art: Drap means "rag" in Catalanian and Drap-Art is a non-profit organization founded in 1995 in Barcelona, dedicated to the promotion of creative recycling through the organization of festivals, exhibitions, markets and workshops. Drap-Art began as a festival in 1996 with the *Creative*

Recycling Marathon of Barcelona, which in its second edition, in 1997, received some 20,000 visitors. Drap-Art also helped export its concept to Andorra in 1997, Athens in 1998 and Berlin in 2000. Since 2011 Drap-Art has organized several similarly themed international group shows including exhibitions in Peking, Shanghai, Tokyo, Hungary, Germany, France, Italy and Serbia. For more info, go to www.drapart.org.

About the Pittsburgh Re:NEW Festival: After a precipitous decline during the collapse of the American steel industry, creative Pittsburghers have redefined the city's economy through a commitment to sustainability, technology, design and adaptive reuse. It's in this spirit that a group of multi-sector civic leaders have joined together to present the Re:NEW Festival, slated to run Sept. 9-Oct. 9, 2016. As Pittsburgh experiences a post-industrial resurgence, this Re:NEW Festival reflects the city's commitment to arts and culture, and its forward-thinking creative industries and sustainable technologies.

The multi-sector group of civic leaders instrumental in the city's resurgence who have joined to present the Re:NEW Festival include: The Andy Warhol Museum, The Carnegie Museum of Art, Greater Pittsburgh Arts Council, Pittsburgh Downtown Partnership, Sustainable Pittsburgh, Pennsylvania Resources Council, Pittsburgh Cultural Trust, VisitPITTSBURGH, and the Allegheny Conference on Community Development. More information can be found at www.ReNEWFestival.com.

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