



### **For Immediate Release**

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WHAT HAPPENS WHEN CYCLING CULTURE COLLIDES WITH POSTER ART? ARTCRANK.

Bike-themed poster art show returns for its fourth year as 36 local artists take on Minneapolis' favorite way to get around.

MINNEAPOLIS, (March 28, 2010) – Recently named America's Best Bike City by *Bicycle Magazine*, Minneapolis is about to play host to a poster show that appeals to art-savvy hipsters and scruffy single-speeders alike. ARTCRANK, billed as "A poster party for bike people," showcases the bicycle-inspired poster artwork of 38 local artists. The show opens on Saturday, April 10 at Shelter Studios, located at 2112 Broadway Street NE in the Northeast Minneapolis.

Since it debuted in Minneapolis in 2007, ARTCRANK has expanded to include shows in bike friendly cities like Portland, San Francisco, St. Louis, Denver and most recently Des Moines. But the Minneapolis show is approaching pop culture landmark status: Opening night attendance in 2009 topped 1,500, necessitating the move to a larger space. Founder and curator Charles Youel expects more of the same for this year's show. "Minneapolis is one bike-mad town," says Youel, adding that "As passionate as cyclists are about their rides, it turns out that they're equally gaga over great poster art."

The opening night party will feature valet bike parking for everyone who rides to the show, live music, refreshments and of course, bike art. ARTCRANK is using the show to raise awareness and money for Full Cycle, a Minneapolis nonprofit organization that provides bikes for

homeless youth and teaches them bike repair and retail skills.

While the show runs through April, many of the posters sell out on opening night and dedicated fans show up early. For those who can't make the show but still want to see the artwork, photos of the posters will be displayed on the show's web site, [artcrankpostershow.com](http://artcrankpostershow.com). "I want everyone who comes to ARTCRANK to take home at least one piece of original artwork, " Youel says. "But more than anything, I want people to experience something fun, unique and a little unpredictable. That's what riding a bike means to me, and all of the posters capture that."

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### **ARTCRANK**

ARTCRANK is a showcase of bicycle-inspired original artwork people can enjoy looking at and afford to take home. ARTCRANK shows are bike art parties open to all with free admission. And posters are priced to let everybody go home with at least one original work of art. Currently, ARTCRANK has shows in Minneapolis, MN, Des Moines, IA, St. Louis, MO, Denver Co, Portland, OR and San Francisco, CA.

### **ARTCRANK Flickr page with photos from all events:**

<http://www.flickr.com/photos/cyouel/>