



## **For Immediate Release**

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

Bicycle-themed poster art show makes its Des Moines debut on Saturday, May 8.

DES MOINES, (April 27, 2010) – As Iowa’s capital city continues to take steps towards becoming a more bike-friendly community, Des Moines will host a unique art show that celebrates bicycles and the people who ride them. ARTCRANK, billed as "A poster party for bike people," showcases the bicycle-inspired poster artwork of 30 local artists. The event kicks off with an Opening Night Party on Saturday, May 8 at Instinct Gallery in the Des Moines Social Club, and continues through Saturday, May 29.

Founded in Minneapolis, ARTCRANK has expanded to include shows in Denver, St. Louis, Portland, San Francisco, and now Des Moines. The show features the work of a few recognizable names from the local creative community, including Brian Duffy and Sally Cooper Smith, as well as the designers behind 817 Central. But for many of the artists, ARTCRANK will be their first gallery show. “People are going to be amazed by both the sheer talent of the artists and the diversity of the work,” says Youel.

And if previous shows are any indication, Youel thinks that the appeal of bike-inspired art will reach beyond hardcore velophiles. “Everybody remembers that feeling of freedom that comes with learning to ride a bike. The artwork in the show really connects with people on that level.” And just as bikes are an accessible form of transportation, ARTCRANK puts original art within reach of almost anyone: Admission is free, and the posters sell for just \$30 each. "I want

everyone who comes to ARTCRANK to take home at least one poster, " Youel says. "But more than anything, I want people to experience something fun, exciting and a little unpredictable. Just like riding a bike."

*ARTCRANK Des Moines opens on Saturday, May 8 from 7:00 until midnight at Instinct Gallery in the Des Moines Social Club, located at 1408 Locust St. in downtown Des Moines. Admission is free, and the Des Moines Bicycle Collective will offer free valet bike parking to everyone who bikes to the show. After Saturday night, the show will continue at Instinct Gallery through Saturday, May 29. For more information about Instinct Gallery, go to [www.instinctgallery.org](http://www.instinctgallery.org)*

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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. More information about ARTCRANK, including photos and video from previous shows, can be found at [www.artcrankpostershow.com](http://www.artcrankpostershow.com)