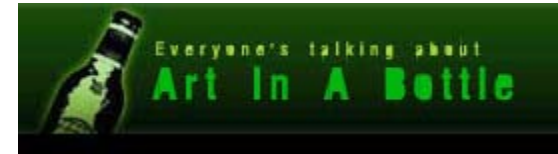


## 2004 - Anheuser World Select showcases "Art In A Bottle" Exhibit

This contest was open to 500 artists, and my entry made it into the "Elite 25". It was displayed during a 3 week exhibition at the Agora Gallery in SoHo, NYC.



ANHEUSER WORLD SELECT® PRESENTS  
**ART IN A BOTTLE**  
OCTOBER 20-NOVEMBER 9, 2004



**AGORA GALLERY**

SOHO

415 WEST BROADWAY, NEW YORK

**PLEASE JOIN US FOR GALLERY EVENTS**

OCTOBER 20, 22, 27 AND 29 AND NOVEMBER 3, 5 AND 9

**5 - 9PM**

Must be 21 years of age to attend this event

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**VOICE**

**Agora**  
Gallery



# ART IN A BOTTLE

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## Gary Toriello

Education: Undergraduate Degree

Webpage: [www.maximumdownforce.com](http://www.maximumdownforce.com)

Favorite Artistic Medium: Computer art

Hobbies: Skiing, biking, rollerblading

Major Life Accomplishments: Coming soon!

Travels: Italy, Switzerland, Austria, France, Hungary, Germany

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Everyone's talking about  
**Art In A Bottle**



# ART IN A BOTTLE

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Voting has now ended. Thank you to all who participated. Check back soon to see the winner!

## Contest Description

This summer, Anheuser World Select has worked with New York Tri-State artists to celebrate commercial pop art through our "Art in a Bottle" contest. We have provided area talent with the supplies necessary and opportunity available to exhibit their work at a contemporary SoHo gallery from October 20 to November 9th!

By challenging local "thirsty artists" to create their

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## Press Release

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### **ANHEUSER WORLD SELECT SHOWCASES THIRSTY ARTISTS WITH “ART IN A BOTTLE” EXHIBIT**

Area Contest Finalists Allowed Chance to Shine with Art Opening

**New York City, NY** (August 7, 2004) In partnership with Anheuser World Select (AWS) beer, the Agora Gallery today announced the October 20th opening of the AWS “Art in a Bottle” Exhibit at the Agora Gallery in SoHo. In preparation for their gallery debut, up-and-coming artists from the New York Tri State Area have been painting, drawing and etching their renditions of AWS personality since the competition was announced on July 5th in New York City.

#### **Thirsty Artists**

In the spirit of Andy Warhol’s Campbell’s Soup Cans, “Art in a Bottle” is a celebration of commercial Pop-Art. AWS is providing local talent with free painting supplies and an opportunity to exhibit their work. The new pilsner brand has challenged local “thirsty artists” eager to demonstrate their talents by putting out a call to create their perspective of the AWS brand. The contest is a chance to cull and showcase works from area artists and explore their creative visions. As a reward for participation, AWS is offering top talent a cash prize, residuals from their work and possible mass exposure for their creative visions.

As of September 22, 25 semi-finalists will be selected from a pool of hundreds of contestants who submitted their rendition of the AWS beer personality to AWS. These semi-finalists will have their work showcased online, and voters at <http://www.anheuserworldselect.com/> will select 10 finalists by casting their ballot for their favorite artwork. All semi-finalists will be featured at the SoHo Gallery’s “Art in a Bottle” Exhibit which opens October 20 and runs through November 9.

#### **Exposure**

Entries from the top 10 finalists selected from the Web site by voters will be judged by a panel of New York area art critics and AWS brand representatives. The winning artist will be selected on November 9, at the end of the exhibit run. He or she will receive \$2,000 and possible inclusion of his or her winning image in print and online campaigns, including billboards, bus-stops, subway cars, Go-cards, murals and more.

After the exhibit run, AWS will take the artists’ work across the country on a regional art tour, showcasing our area’s best and brightest. The 10 finalists will receive possible exposure for their creations on limited edition AWS packaging and in regional campaigns. AWS hopes to auction the 25 semi-finalists’ work at future charity events to promote the arts.

#### **About the Artists**

These over-21 artists were recruited for their ideas from local art schools, periodicals and through trade papers, spreading buzz throughout the local art community. The contest is eligible to all residents of the tri-state area over 21.

#### **About the Competition**

- As of July 5, participating artists were given eight weeks to turn in their work.
- 500 identical sets of paints and canvases were available to the first 500 artists to apply.
- The 1st prize winner will be chosen by a panel including the AWS brand team, the gallery director and an area art professor.
- The winner receives \$2,000 and possible inclusion of their image on NYC billboards, bus-stops, subway cars, go-cards, murals, print ads and online creatives.

The “Art in a Bottle” Exhibit runs from Oct. 20 until November 9 at the Agora Gallery in SoHo.

## Hours

The Gallery will be open from **12pm - 6pm** most days.

Additionally, the Gallery will be open from **12pm - 9pm** Oct 20, 22, 27, 29 & Nov 3, 5, 9

## [Directions](#)

For more information about AWS’s “Art in a Bottle” Contest, please visit <http://www.anheuserworldselect.com/>.

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