Dallas, June 20, 2014 — People throughout the United States have voted for the works of American art they most want to see installed in Art Everywhere US, the initiative that will transform billboards, bus shelters, subway platforms, airport dioramas, movie theaters and more into a free, open-air art gallery across the country. The top three vote-getters are in the Art Institute of Chicago’s permanent collection: Edward Hopper’s Nighthawks (1942), Mary Cassatt’s The Child’s Bath (1893) and Grant Wood’s American Gothic (1930) took first, second and third. All three are currently on display at the Art Institute.

A nationwide celebration of America’s artistic legacy, Art Everywhere US will begin on August 4, 2014, with a launch event in New York’s Times Square, where digital billboards
will display all 58 of the selected artworks. For the subsequent four weeks, through August 31, Art Everywhere US will be installed on as many as 50,000 displays, both static and digital, in all 50 states.

The full list of 58 selected artworks will be officially presented to civic leaders at an event on Saturday, June 21, in Dallas, at the annual meeting of the United States Conference of Mayors.

Art Everywhere US is organized through a collaboration among five major museums—the Art Institute of Chicago, the Dallas Museum of Art, the Los Angeles County Museum of Art (LACMA), the National Gallery of Art, Washington, DC and the Whitney Museum of American Art, New York—and the Outdoor Advertising Association of America (OAAA) and its members, with the co-operation of artists, estates, foundations and rights agencies.

In April 2014, voting began on the official website www.ArtEverywhereUS.org, where the public was invited to register their preferences among 100 artworks nominated by the five museums. The website has now been converted into an interactive art gallery, where there is more information about the selected works and the story of American art in the United States.

Speaking for the consortium of five museums, Maxwell L. Anderson, the Eugene McDermott Director, Dallas Museum of Art, stated, “Art Everywhere US is giving our museums the ability to reach a vast new audience in a fresh and entirely accessible way. We’re literally changing the American landscape with art, and offering people everywhere the opportunity to learn about America’s artistic treasures, past and present.”

Nancy Fletcher, President and CEO, Outdoor Advertising Association of America, stated, “We are thrilled that five extraordinary museums are enabling us to bring America’s artistic heritage directly to the people. The members of OAAA have a long history of contributing their resources to public service. Art Everywhere US is the latest chapter in this history—and when it begins on August 4, it’s going to be one of the most spectacular.”

Art Everywhere originally was conceived in the UK by Richard Reed (co-founder of Innocent Drinks). Inaugurated in August 2013 to showcase works created by British artists
and owned by the nation, it is now an annual event realized through a collaboration of the Art Fund, Tate and the UK out of home advertising industry. The UK edition of Art Everywhere for 2014 will be on view July 21 through August 31.

Richard Reed stated, “I am thrilled that the movement for getting art to be seen everywhere through poster sites is getting started in the US. We look forward to showcasing artworks simultaneously across the summer in the UK and US as Art Everywhere 2014 sets its sights on being the biggest outdoor exhibition on an international scale. Thanks to the US for taking the Art Everywhere message, building a great campaign and helping to spread it globally.”

Mayors Voice Support for Art Everywhere US

In preparation for the announcement event at the United States Conference of Mayors, the mayors of Chicago, Dallas, Los Angeles, New York City and Washington, DC issued statements congratulating the Art Everywhere US team and anticipating the start of the exhibition.

“Chicago is a world-class city with phenomenal cultural institutions that house iconic works of art,” said Chicago Mayor Rahm Emanuel. “I am proud that the Art Institute of Chicago, which TripAdvisor named the number one museum to visit in the US last year, is providing 12 paintings from its renowned collection, including the most popular painting Nighthawks. People across the country will now have the chance to experience a small sample of the vast history and culture that Chicago has to offer.”

Digital and Social Media Bring Art Everywhere US to Life

Art Everywhere US is already live on a full range of social media channels, including Twitter, Facebook, Instagram and Pinterest. Visitors to the official website will be able to discover which artworks are installed in their vicinity—or track every location where a favorite artwork is installed across the country.

Adding to the excitement, selected street-level displays, such as bus shelters, will feature Blippar interactive image recognition technology. Using the free Blippar app on any smart
phone or mobile device, people will be able to hold their devices up and 'look at' the artwork to instantly unlock a wealth of information, including augmented reality experiences, audio guides, artist and museum content and more.


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