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3RD ANNUAL RENO RIVER FESTIVAL SHOWCASES URBAN ART DURING 2006 EVENT

RENO, Nev. (Spring 2006) - The Reno River Festival Urban Art Project brings together five contemporary artists for a live art event May 11-14, 2006. University of Nevada, Reno Art Professor, Tamara Scronce, wrangles the energy and talent of five incredible students to create a temporary wall of art in the spirit of the festival. Anthony Alston, Rob Brown, Caedron Burchfield, Nick Larsen, and Brian Porray will construct a 60-foot by 8-foot wall and cover it with amazing color, lines and images. Festival attendees will be able to witness the project take form from beginning to end, watching the artists construct, design, and paint throughout the four-day celebration. This project presents a rare and valued opportunity for five artists to work collaboratively while still honoring individuality. The wall will be a twist and mix of styles, disciplines and formal practices as the artists interact and create in organic and spontaneous ways.

The rapidly emerging style of urban art has been undergoing a thriving metamorphosis over the past 25 years, evolving from its early associations with graffiti into an aesthetic genre all its own. Urban art's visual style is rich, abundant and eclectic, combining and recontextualizing elements of lowbrow culture, punk rock, hip-hop, graffiti, pop culture and mass media consumerism. These young artists grew up watching the Transformers on television, reading Spiderman and Batman comics, and taking in urban environments covered with graffiti, while listening to punk rock and hip-hop music. These cumulative experiences have spawned a new and exciting visual vocabulary that expresses individuality through interpretations of influence, surrounding, and interaction.

The Reno River Festival takes place at the \$1.5 million Truckee River Whitewater Park at Wingfield, located in the heart of the booming business and arts district in downtown Reno May 12 – 14, 2006. The park is both Nevada's and the region's first whitewater park and kayak slalom racing course and totals 2,600 feet in length. The park is rated a class 2 to 3 for difficulty (on a scale of 1 to 6) and features north and south channels that surround a city park on an island in the river, 11 "drop pools" and boulders for kayaking maneuvers, a slalom racing course, and 7,000 tons of smooth flat rocks along the shores for easy river access and spectator seating.

For more details about the annual Reno River Festival, please visit www.RenoRiverFestival.com. For more information about Reno-Tahoe, America's Adventure Place, logon to www.VisitRenoTahoe.com or call 800-FOR-RENO (800-367-7366).

The Reno River Festival is held at the \$1.5 million Truckee River Whitewater Park, located in the heart of Reno's booming downtown business and arts district. The park, with rapids rated class 2 and 3, is both Nevada's and the region's first whitewater park and kayak slalom racing course, totaling 2,600 feet in length and featuring north and south channels that surround an outdoor amphitheater and park. There are 11 "drop pools" and specially-placed boulders for kayaking maneuvers, a slalom racing course, and 7,000 tons of smooth flat rocks along the shores for easy river access and spectator seating.

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