



HOLD FOR RELEASE FRIDAY, JANUARY 31, 8:00 PM
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**BERKS ARTS COUNCIL ANNOUNCES WINNERS OF FAST LANE ART COMPETITION
Winners to be displayed on billboards throughout Berks County**

Reading, PA— Berks Arts Council proudly announces the winners of Berks Arts Council's 2014 Fast Lane Art competition. Winning artwork, displayed on their actual billboards, were revealed Friday evening at a Route 66 themed Grand Unveiling event held at the Crowne Plaza Reading. Artwork created by four student and two professional artists was selected from the more than 100 submissions received for the contest. Winning artwork will be displayed on billboards across Berks County beginning in early February courtesy of Land Displays. In addition, the four student winners received scholarship prizes, and the top two professional artists received cash prizes.

In addition to the juror's choice, Berks Arts Council held a People's Choice contest through facebook "likes." The People's Choice winners will have their work displayed on digital billboards.

The following are the winners of Fast Lane Art 2014:

STUDENT ARTISTS:

First Place

Matthew Bogacki
Fleetwood Area High School
"Character Magic"

Second Place

Yarilin Chimelis
Reading High School
"Sucrose"

Honorable Mention

Cesar Gonzalez
Reading High School
"Accidental Work"

Honorable Mention

Erin Bleacher
Governor Mifflin High School
"Lazer Flower"

People's Choice

Emily McGuigan
Wilson High School
"Majesties"

PROFESSIONAL ARTISTS:

First Place
Maria Ruoff
“Jazz Fish”

Second Place
Miles DeCoster
“Three Blue Birds (why my Father Cries)”

People’s Choice
Cheryl Geiger Sheeler
“The Intruder”

The juror for Fast Lane Art 2014 was Matthew Daub, a nationally known artist and educator whose watercolors and drawings have been exhibited in over twenty solo gallery and museum exhibitions.

“Jurying Fast Lane Art was challenging,” said Daub. “I gravitated toward upbeat, eye-catching work that passing travelers might enjoy, and perhaps, even do a double-take when they realize these are not advertisements.”

Daub said he did not judge the entries as works of art, so much as potential billboards. Daub noted that he was looking for work with a strong graphic quality that would look good in large scale, and could be easily taken in at a glance while driving. “Had I been jurying these into a straight-forward art exhibition, the results would have been totally different,” he said.

Fast Lane Art was begun by Berks Arts Council in 2008 in partnership with Land Displays as a way to help build awareness of the artistic talent we have in Berks County and to encourage people to appreciate and purchase original art. After a three year hiatus, the Berks Arts Council Staff and Board of Directors chose to revive this exciting exhibition with a renewed focus on student artwork.

“With all of the cuts to art departments in schools, Berks Arts Council wanted to encourage student artists to think big,” shared Berks Arts Council Executive Director Karen Haver. “We want to draw attention to the young talent in Berks County and showcase it along with professional work in a very public manner.”

The mission of Berks Arts Council is to cultivate, support, and promote the arts in our community through collaboration, education, and presentation. In addition to Fast Lane Art, Berks Arts Council presents the Berks Jazz Fest, Bandshell Concert Series, Greater Reading Film Festival, Fast Lane Art, and Pagoda Awards, administers the Pennsylvania Partners in the Arts Re-Granting Program, and provides art exhibition and marketing opportunities for member artists. Visit www.BerksArts.org for more information.

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