



Largest Mosaic made out of recycled Mardi Gras Beads contends for Guinness World Record

New Orleans Artist Stephán Wanger is working on the largest mosaic ever created out of recycled Mardi Gras Beads to create awareness for thousand of tons of annually discarded Mardi Gras beads that are destined to become landfill

New Orleans, - Stephán Wanger has started, to create the largest mosaic ever made out of Mardi Gras beads. The size of the work is 8 feet tall by 30 feet wide and will contain over a million recycled Mardi Gras beads. The "Skyline" will be unveiled sometime in May 2011.

About 97 % of all beads that Stephán is using, are recycled. He continues to create huge mosaics that will help promote his adopted hometown New Orleans. The next art work will showcase a view from the West Bank towards downtown New Orleans, complete with the Natchez steamboat, a cruise ship (The Carnival Triumph), tall ships (The Amerigo Vespucci and the Gorch Fock), and pelican. In other words, a busy river scene with the beautiful skyline of New Orleans in the background.

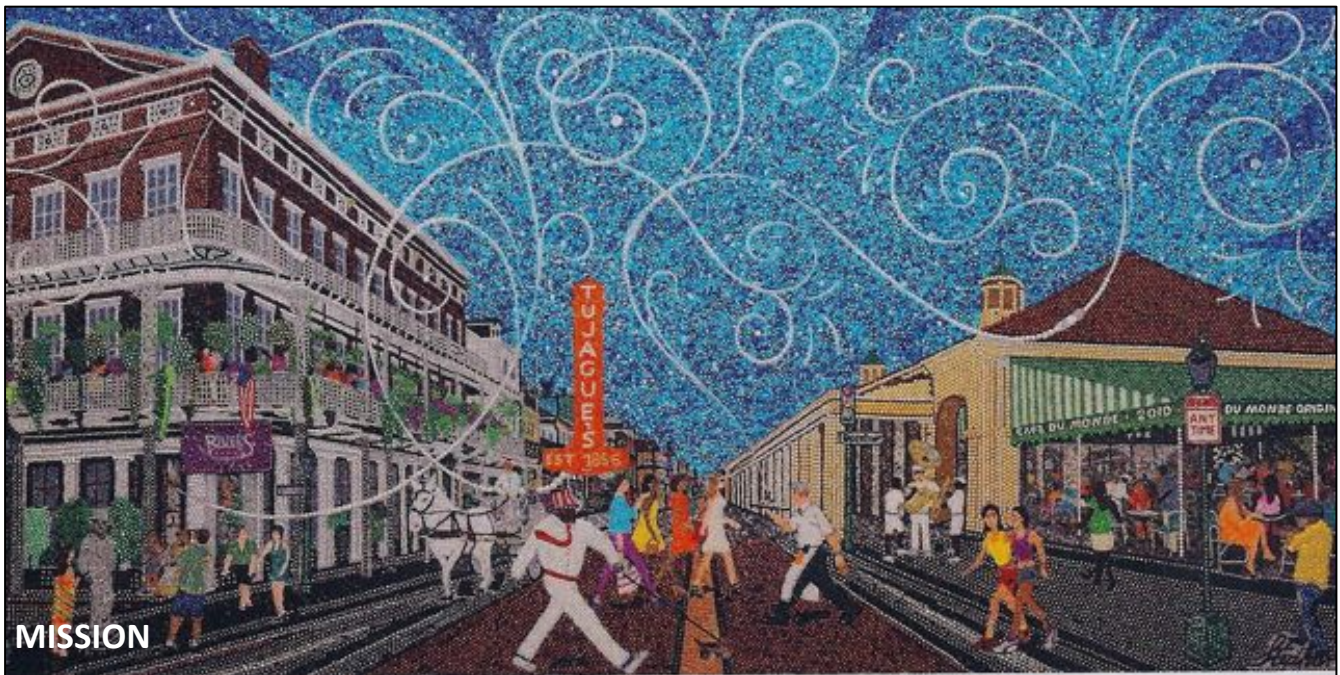
"I have always wanted to create a skyline mosaic to complement my existing pieces and I believe this project will be the perfect attempt for competing for a Guinness World Record," says Stephán Wanger from his gallery located at 1914 Magazine St., in New Orleans. The community can help by signing this art work as Stephán will bead out every person's signature on this gigantic postcard to the world.

Since Mardi Gras Season 2011 is almost upon us, the attempt at the Guinness World Record will be timely. Stephán plans to unveil the work in a hotel downtown New Orleans sometime in May. He knows what it takes as he has already completed several massive mosaic murals that are on display at his gallery.

Karen Benrud from Cafe Du Monde who helps Stephán cutting beads says, "Stephán's goals are very simple, he is trying to get the beads off the streets, recycle them into amazing artworks, and teach children the skill in order to leave a legacy - while promoting New Orleans at the same time."

The record breaking mosaic will be part of the "A Million Greetings from New Orleans" exhibit that Stephán has been working on since 2006. The exhibit will eventually tour Europe in 2012 to further promote New Orleans and increase tourism to the city. By signing this gigantic postcard Stephán hopes to create awareness for recycling Mardi Gras beads. For more information visit galeriaalegria.com or if you like to volunteer or drop off beads contact Stephán at (504) 400-4603. The world record attempt is sponsored by FuzziBunz, Diapers LLC, St. Michael Special School and Café Du Monde.

Collected Mardi Gras Beads can be dropped off at Galeria Alegria at 1914 Magazine Street or at St. Michael Special School at 1522 Chippewa Street.



MISSION

To promote the State of Louisiana and the City of New Orleans in such a unique way, that it will generate interest and motivate viewers to travel to New Orleans and Louisiana.

To bring attention to the prevention of global warming through the promotion of recycling old materials. New buildings and new furniture take energy to build. Utilizing old buildings and salvaged materials saves energy. Mardi Gras parades generate about 2,000 tons of trash – every year. Most of the trash is beads, lots of beads. What starts as a happy string of beads being thrown to a smiling catcher, gets worn for a couple of hours – and then goes into storage – sitting for ages in the darkness. The rest, the most unlucky beads, are being hauled to the next landfill.

Stephán's mission is to capture the excitement of the thrower to the catcher – and through art make that happiness everlasting. Nothing beats the smell of brand new merchandise. A consumer - based society changes old habits slowly. Stephán's personal challenge always is to make his art smell and look brand new.

SPONSORSHIP OPPORTUNITES

In order to defray production and transportation costs Stephán is seeking sponsors that would like to be part of the record attempt.

One Presenting Sponsor (Name in title of the artwork, and logo inside of artwork)

- Finished art work at company's disposal for special events for four consecutive weeks
- Exclusive right of picture for Advertising or Marketing campaigns
- Event signage at the production of the art piece and on art description Cost: \$10,000

Six Strategic Sponsors Remaining (Logo Placement inside the artwork)

- Finished art work at company's disposal for special events for two consecutive weeks
- Exclusive Right for Advertising or Marketing Campaigns
- Event Signage at the production of the Art Piece and on art description Cost: \$5,000

For sponsorship opportunities please contact Stephán Wanger at (504) 400-4603

ARTIST PROFILE

Stephán Wanger is a self-taught artist who channels his creative energy into assembling dazzling mosaics using recycled Mardi Gras beads. Working in a photo-realistic style, Mr. Wanger re-creates scenes, images, and icons of Louisiana to help bring awareness to the world of the innate beauty and wonder of the state's unique culture and varied communities.

Through his experiences traveling the world, Mr. Wanger has gained insight and influence from the Spanish Art Nouveau designs of Antoni Gaudi, the Moorish and Persian architectural details in Istanbul, Turkey, and the the sculpture and environmental art of Chicago artist and friend John David Mooney.

These designs and images have translated to his work in pattern, design and fine detail. Though Mr. Wanger is not formally trained as an artist, he engages in a craft that speaks to fine art, borrowing the ideals of Post-Impressionistic Pointillism and emulating the style and scale of Roy Lichtenstein's Pop-Art works.

By approaching each piece with superior craftsmanship, Mr. Wanger has elevated what might be considered kitsch because of the whimsical materials he uses, and brings a level of "high art" to his craft. In preparation for the formal construction of each piece, beads are meticulously sorted by size down to the exact millimeter and perfect shade, creating a detailed and varied palette much like a painter would for painting. The resulting play of light and color recalls several Post-Impressionistic artists' works while adding a new dimension of glitter and shine through the use of metallic, plastic and luminescent beads.

The illusion of three-dimensional space is often created through the use of perspective but also the variety of sizes of the beads he uses to create actual dimension add an element of bas-relief. The finished works are stunning to regard both from distance and upon close inspection of his fine craftsmanship.

Part of Mr. Wanger's goal is in using recycled materials for his pieces. Not only does he collect discarded beads throughout Mardi Gras in an effort to clean post-parade debris, but also, he regularly visits salvage yards to gather additional materials for his work. Through his art, Mr. Wanger hopes to inspire the citizens of Louisiana to recycle and to create, and the the rest of the world to appreciate and gain fondness for the unique culture and natural beauty that Louisiana has to offer.

The name of the exhibit is "A Million Greetings from New Orleans."

Mr. Wanger's mosaics works can be seen at Galeria Alegria at 1914 Magazine Street, New Orleans, LA 70130, or online at www.galeriaalegria.com.

