



Winners Announced for the Social Media Contest “POP Your Culture With The Warhol D.I.Y POP App” Hosted by Acclaro in Association with The Andy Warhol Museum

Acclaro announces winners of the social media contest “POP Your Culture With The Warhol D.I.Y. POP App.” The translation and localization agency has helped The Warhol expand into multiple new language markets and continues to provide specialty services in the cultural and non-profit realm. Its recent social media contest invited fans to translate their own culture into a Warhol like digital screen print.

New York, NY May 7, 2013-Today, [Acclaro](#), in association with [The Andy Warhol Museum](#), announces winners of the social media contest “Pop Your Culture With The Warhol D.I.Y. POP App.” After receiving 1,856 total visits over 10 days, the official contest page closed submissions on March 31, 2013 at 12am Eastern Daylight Time.

To enter, contestants transformed an iconic picture of their culture into a Warhol inspired digital screen print using The Warhol D.I.Y. POP app, which spiked to 300 average downloads per day during the contest period. Submissions were made via the [Acclaro Facebook](#) account, which experienced a 78% increase in lifetime page likes.

The grand prize winner of “Pop Your Culture With The Warhol D.I.Y. POP App” is Massimo Strazzeri of Raleigh, North Carolina for his image, “The Daily Update.” In this piece, the quintessential view of a traditional Italian lifestyle is shown through three elderly women sharing conversation on an historic town bench. Strazzeri wins a trip for two to Pittsburgh, PA including airfare and hotel accommodations. His trip includes free entrance to The Andy Warhol Museum with a private tour of the current exhibition.

The second place prize, a \$300 gift certificate to [The Warhol Store](#), goes to Mary Ann Csahok of

Munhall, PA for her piece, "Train Ride to NYC." Third place is awarded to Rachael Candler of Mullens, WV for "Nanna" with a prize of \$200 at The Warhol Store.

The first, second and third place winners were juried by the Milton Fine Curator of Art of The Warhol, Nicholas Chambers.

"The winning images showed exceptional photographic quality and creative use of The Warhol D.I.Y. Pop app for re-contextualization. I was most impressed by how these artists captured the essence of their culture, prompting critical thinking about how that one image could encapsulate a key part of a cultural identity," said Chambers.

The public also had a chance to vote for a winning image in the People's Choice award, which went to Carolyn Frischling of Sewickley, PA. Her photograph, "Baile," celebrates the culture of our worldwide art community as experienced through social media. Out of ten finalists chosen by Chambers, Warhol enthusiasts voted for Frischling's image to be displayed on The Warhol Facebook and Twitter profiles, totaling 550,000 followers, for 24 hours.

"In my eyes, the greatest success of the contest was not the number of new social media followers or even the artistic merit of contestants. Our true reward was the curiosity that contestants showed for their culture's unique qualities, and creative experimentation to translate that into a singular and meaningful image. This shows we've done our job in helping The Warhol succeed across cultures, both at home and abroad," said Michael Kriz, founder and president of Acclaro.

About Acclaro

Acclaro (<http://acclaro.com>) is an international [translation and localization agency](#) that helps the world's leading brands succeed across cultures. With its global headquarters in New York and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok, Tokyo and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises, giving clients an authentic voice in key language markets.

About The Andy Warhol Museum

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. Additional information about The Warhol is available at www.warhol.org.