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FOR IMMEDIATE RELEASE

Revolving Museum Invites Public to Lowell for Grand Opening of New England's Largest Public Art and Urban Revitalization Project

Giant video projections onto an historic smokestack cap spectacular evening of music, dance theatre and stunning public art to celebrate the grand opening of "ARTventures."

LOWELL, Mass.; April 17, 2007 – The public is invited free of charge on May 12 from 7-10 pm to revel in the Grand Opening of what is believed to be the largest collaborative public art project ever carried out in New England -- The Revolving Museum's "ARTventures Series: A Creative Revolution in the Making." The event coincides with the start of National Tourism Week, and will promote Lowell's many other attractions.

Running through September, *ARTventures* (www.LowellARTventures.org) involves an interdisciplinary team of more than 1,000 multi-ethnic artists – many of whom are high school and college students – plus scientists, civic leaders and community members. The project will transform three of Lowell's most historically significant yet underutilized sites into vibrant, thriving examples of urban revitalization, youth and community involvement and economic empowerment.

Grand Opening festivities will feature a light and sound public art installation, a Native American pow wow, a giant dragon sculpture made entirely of CDs, music from the Revolutionary Snake Ensemble, fire twirlers, Cambodian dance, cutting of a commemorative cake, and much more. But the highlight of evening will come when the skies darken and a series of experimental giant video projections illuminate an historic, four-story smokestack. This is thought to be the first time anywhere that images on this massive scale have been projected onto smokestacks, which can be found throughout the state's Merrimack Valley region.

Illustrating why the Museum was the winner in the Community category of the 2006 Massachusetts Cultural Council's Commonwealth Award, *ARTventures* will take place almost entirely outdoors to maximize public participation. All the action on May 12 will be on or near the grounds of the Lowell National Historical Park, virtually across the street from the Museum.

"Once the center of the American Industrial Revolution, Lowell has been quietly making history again, this time as the heart and soul of new Creative Revolution," said Jerry Beck, founder and artistic director of The Revolving Museum. "ARTventures will integrate some of the world's most innovative art, science and education programs to create a truly inspiring artistic and theatrical adventure. In the process, we will celebrate Lowell's wonderfully diverse past, present and future to create a bold vision of civic pride and unity. In the future, *ARTventures* will grow in scope, and some aspects of the program may become permanent. In this way, the program will serve as a blueprint for cities anywhere in the world to emulate."

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In addition the smokestack, near the grounds of the Lowell National Historical Park, the other *ARTventures* sites are Lucy Larcom Park, home of Lowell High School, the second largest high school in the state; and The Riverwalk, which parallels the historic Merrimack River.

Some upcoming *ARTventures* activities will be coordinated with Lowell's existing popular public events:

- May 19: "On the Road on the Road." Excerpts of Jack Kerouac's classic novel, *On the Road*, will be stenciled as a scroll onto the pavement of Friend Street.
- June 9: Carnival of Creativity at Lucy Larcom Park.
- July 28-29, Family Funtastic, during the annual Lowell Folk Festival.
- August 5: Giant Quilted Movie, during the Lowell Quilt Festival.
- August 17: Floating Lanterns, during the Southeast Asian Water Festival.
- September 29: Night on the Merrimack Riverwalk.

ARTventures is supported in part by:

Community Teamwork, Inc.	Lowell Festival Foundation
Cultural Organization of Lowell (COOL)	Lowell Five
Greater Merrimack Valley Convention and Visitors Bureau	University of Massachusetts Lowell, Department of Green Chemistry
Lowell National Historical Park	Lowell Public Schools
Theodore Edson Parker Foundation	Puffin Foundation
Massachusetts Cultural Council	Tower Construction
City of Lowell	Unwrapped, Inc.
Enterprise Bank	Heritage Properties
Lowell Telecommunication Corporation	Lowell Police Superior Officers Association
Mystic Scenic Studios Inc.	Patrick J. Mogan Cultural Center
University of Massachusetts Lowell	Yankee Clipper Council, Boy Scouts of America
Lowell General Hospital	Doug and Jennifer Ehlert
Mill City Properties	Kathy Cryan-Hicks
Trinity EMS	Fred C. Church Insurance
Carol and George Duncan	IBPO Local 382, Lowell Police Department

Additional sponsorships are still needed. Interested individuals and organizations may contact Jerry Beck or Diane Testa at The Revolving Museum for details.

About The Revolving Museum

Revolving Museum is an evolving laboratory of creative expression for people of all backgrounds, ages, and abilities who seek to experience the transformative power of art. Through public art, exhibitions, and educational programs, The Museum promotes artistic exploration and appreciation; encourages community participation and growth; and provides opportunities for empowerment and social change.

The Museum is a winner of the 2006 Massachusetts Cultural Council's Commonwealth Award.

The Museum is located at 22 Shattuck St., Lowell, MA 01852. It is open, free of charge, Tuesday through Sunday from 11 am to 4 pm. The Revolving Museum is a 501(c)(3), charitable organization. For more information, call 978-YES-ARTS (978/937-2787) or visit www.revolvingmuseum.org.

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