



CONTACT: Keith Tomaszewsky
Vice President
1-888-976-5666 ext.106

WWW.S2ART.COM

AMERICAN FILM INSTITUTE AND ENTERTAINMENT GALLERIES PRESENT:

*100 YEARS – 100 AMERICAN MOVIE POSTER CLASSICS,
A NEW EXHIBITION IN THE NEW FARMER’S MARKET LOCATION*

GRAND OPENING CELEBRATES LIMITED EDITION LITHOGRAPHIC FILM POSTERS

LOS ANGELES – (January 2003) The names and faces of Hollywood legend – Charlie Chaplin, Bette Davis, Bela Lugosi, Rita Hayworth and more – are poised to make their return to the town that made them stars. S² Art Group is pleased to announce the opening of their newest fine art gallery, Entertainment Galleries, in the heart of Los Angeles’ premiere shopping destination, at Farmer’s Market on Thursday, February 20, 2003 from 6 to 8:30pm.

To celebrate the grand opening, the American Film Institute and Entertainment Galleries are pleased to announce the exhibition, “AFI Presents 100 Years – 100 American Movie Poster Classics” which coincides with the grand opening. Through this historic project – a collaborative effort by the AFI, Universal Studios and Art of the Movies – the 100 most memorable and striking movie posters of the 20th century are being recreated as a spectacular collection of editioned fine art lithographs. The exhibition of remastered lithographs is an extraordinary fusion of visual art and film. *(should we add something about universal’s role and what the Art of Movies is?)*

The Galleries house a rare, antique, 1870’s Marinoni Voirin Lithography Press, and on opening night, artisans will be on hand to demonstrate this unique printing technique. Using such an old-time, hands-on lithographic technique, the program recreates early film posters in exactly the same way they were created during the first half of the 20th century – from painstakingly hand-drawn plates, slowly “pulled” one color at a time using this extremely rare antique lithography press.

All posters are exactly the same size as the originals, from the standard “one-sheets” (41” x 27”) to monstrous “three-sheets,” like the towering King Kong (81” x 41”). Unlike their predecessors, however, the collection is being printed on durable archival paper with the finest quality inks, which guarantees these masterworks of American culture will be preserved for generations to come.

The American Film Institute was established by The National Endowment for the Arts in 1965, with a charter to “... preserve the heritage of American film and promote its recognition as an art form.” Its collaboration with the S² Art Group and Entertainment Galleries furthers this mandate while a portion of the opening exhibition proceeds will benefit the American Film Institute’s National Center for Film and Video Preservation.

Visitors to the Entertainment Galleries in Los Angeles will be able to view and purchase the first 65 completed lithographic editions in the collection, which have been introduced over the past three years, since the project’s inception. The remaining editions, scheduled for completion in early 2004 due to the exacting demands of the lithographic process, will be represented by photoreproductions and will be available for advance purchase.

At the grand opening event, special guests include Robert Wise, director (*The Day the Earth Stood Still*); Gloria Stuart, actress (*The Invisible Man*), and Charles Durning, actor (*Tootsie* and *others*). Each of these movies has been immortalized on the list of 100 American Movie Poster Classic Posters.

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los Angeles International Film Festival; the AFI National Theater at the Kennedy Center in Washington, DC; and the annual AFI Life Achievement Award, the highest honor given for a career in film. Opening in April 2003, the AFI Silver Theatre and Cultural Center will offer a year-round program of the best in American and international cinema, featuring an eclectic mix of festivals, premieres, retrospectives, special events, tributes, guest appearances and education programs.

S² Art Group, Ltd., is a diversified publisher and retailer of fine-art lithographs and other artwork. Among its holdings are art galleries in New Orleans, Chicago, Monterey, Los Angeles

and Las Vegas (Jack Gallery at Mandalay Bay, Entertainment Gallery at The Venetian, Galleries America – Fashion Show), and two major fine-art lithography ateliers: the 11,000-square-foot S² Editions in New York City and the newly established S² Art Nevada in the burgeoning Las Vegas downtown arts district. For more information on S² Art Group, visit www.s2art.com.

###

YOU ARE INVITED TO ATTEND FOR COVERAGE