



## MEDIA RELEASE

23 July 2010

**Three artists get Explicitly Graphic in fine art exhibit  
(Explicitly Graphic Exhibition by Local Emerging Artists  
Anita, Evangeline & Tiffany)**

A collaboration of three Sunshine Coast artists, *Explicitly Graphic* showcases the work of Evangeline Cachinero, Tiffany Atkin and Anita Pettinato who have drawn on their creative backgrounds to produce a striking exhibition that blurs the boundaries between fine art and graphic design.

Highly influenced by graphic elements from vector-based art, Anita's detailed work "reflects the perfection of the human hand and inspires re-evaluating reliance on digital mediums." Tiffany's layered pieces "combine hand drawn illustrations, rich textures and digitally formed elements", while Evangeline's artwork "is heavily influenced by illustration, print and design principles which are fused into complex mixed-media pieces."

Proving local art offers more than beachscapes and frangipanis, this is a fresh contemporary collection that elevates design into the realm of fine art. Showing at the new Ground Zero Gallery located in SCAIP (Sunshine Coast Arts Industry Precinct) in Nambour, the funky setting is the perfect platform to launch this Explicitly Graphic collection by a talented trio of emerging artists.

"The Explicitly Graphic launch party promises to be the alternative to an art exhibition. Go along to the free event and have a drink, score a goody bag (first in, first bagged), go into the draw to win one of three amazing gift baskets including an art piece, listen to some funky tunes by DJ Matt Waxx and experience cutting-edge art."

Thanks to major sponsor iConnect Club & Jazz n Shiraz Club Community Programs, along with many other local sponsors, the event promises to be one of the biggest arts launches the Sunshine Coast has seen.



## **Opening Launch Party**

Ground Zero Gallery

SCAIP Building Nambour (Old Ambulance Building) Cnr Howard & William Street

23 July 2010 from 6-10pm

Light refreshments will be served

All are invited to attend

Admission is free

Gallery opening hours are wed-fri (10.30-4pm) sat (10.30-1.30pm)

The exhibition will run from 22 July to 4 August

Phone Evangeline on 0438412356 for more information

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## EXPLICITLY GRAPHIC ARTISTS

**ANITA PETTINATO** is a self-taught freelance artist based on the Sunshine Coast, QLD. She is a powerhouse of many hats... Oral Health Therapist by vocation, Impassioned Artist by calling and Mother of 3 by choice. She has always had a deep passion for art and started painting in 2001 for fun. By 2002 her first private exhibition was held in Brisbane and others soon followed. In 2008 her work was selected to grace the set of the national TV show 'Big Brother', and since then has been popular with interior designers, collectors and funky art lovers. She has recently been accepted as a finalist in the Sunshine Coast Art Prize '10. Anita is an artist of passion and obsession with an affinity for the retro / pop art world. Her detailed work reflects the perfection of the human hand and inspires re-evaluating reliance on digital mediums. Her mantra for 'No Rules' never fails to inspire a unique original piece. Her inspiration - people, sex, music, and a good drink!

**TIFFANY ATKIN** is a designer and illustrator based on the Sunshine Coast, QLD. Heavily influenced by her time spent wandering aimlessly through the streets of Tokyo, her work is colourful, feminine and 'super kawaii'. She blends vector, pen and ink, paint, scanned textures and collage to create whimsical work reminiscent of a sunny morning in Harajuku. Aside from an obsession with Japanese pop culture, she is inspired by pattern, the female figure, forest animals, colour and fashion. Her current series 'Tokyo Pop' pays homage to the wonderfully bizarre and beautifully backwards world of contemporary Japan.

**EVANGELINE CACHINERO** is a creative dynamo. She has an insatiable appetite for experimenting with art and new mediums including painting, collage, sewing, digital media and DIY projects. Having studied at six different universities in Australia, USA and New Zealand, she has a deep understanding of art and its complexities. Her job as an art director in an advertising agency plays a big part in influencing her artwork as she coasts along the thin line of fine art and design. The major themes in her work



are a tribute to her Spanish, American and Australian upbringing, filtering these cultures through her pop-culture eyeglass and putting it down to canvas. Her quirky, colourful figures are rich with history yet have a youthful quality. In just a few short years she has become one of the leading Sunshine Coast emerging artists, winning 'best emerging artist' at the Immanuel Arts Festival as well as being a finalist in SCAP '08. She has exhibited in the USA and her work is in collections in the USA and Spain. Her work is highly sought after by collectors worldwide.



## WORDS FROM OUR MAIN SPONSOR



iConnect Club & Jazz n Shiraz Club community programs are very proud to be major sponsors of what they believe is one of the most exciting and innovative art industry launches held on the sunshine coast – **Explicitly Graphic**.

On the night of the launch, a 5 minute presentation and a 'thank you for attending' brochure will be provided to all attendees and associates. Special pre-launch and complimentary offers will be given representing the launch of iConnect Club and JNS Club on the sunshine coast in 4 weeks.

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