



Installation 2004/2005 Scion Art Series

Scion Art Series comes to San Diego with one of its most anticipated art openings yet.

([PRWEB](#)) December 31, 2004 -- Three legendary New York artists from the show will be attending including Crash (whose work has been featured in galleries and museums all over the world), Daze (known internationally for his uplifting community murals) and Dr. Revolt (designer of the Yo! MTV raps logo).

Local artist Persue will be painting live, with the finished product joining the tour. In addition, the backdrop tunes will be provided by renowned Rock Steady Crew member DJ Charlie Rock and local hero DJ Still Wil.

The opening festivities take place at Cassius King Gallery (435 3rd Avenue, San Diego, CA 92101) on Friday January 14, 2005, from 6pm - 11pm. The show runs through January 24th. Please read further for background information on the tour. To view artwork and read artist bios see www.scion.com/installation.

In 2003 Scion launched Installation, a revolutionary art tour that featured paintings and sculptures created by an unprecedented collective of urban artists. Installation toured for over a year, visiting a dozen independent galleries and collecting additional artwork from Scion sponsored events and trade shows along the way.

Installation brought together a truly unique mix of artists and graphic designers. The goal of the INSTALLATION tour was to get these artists and their work as much visibility and exposure as possible, and to promote them ahead of the brand and the cars. Scion has since enlisted many of the artists to work with the company on other projects. Swank, Dez Einswell, and Saber designed flyers, posters, and t-shirts; David Choe created a cartoon for the Scion Magazine; Mister Cartoon and Haze customized Scion project cars. The artists and their phenomenal artwork contributed to the credibility of Scion's image, and in the end all of the proceeds from the sale of the art went to three special non-profit youth organizations: The HeArt Project, Northwest Youth Corps, and the Nikao Youth Project.

Building on the phenomenal success of the first tour, Installation 2004/2005 will expand by entering new cities and cultivating new artists from around the country. While last year's art was painted directly onto Scion xA sculptures and xB vehicles, this year's art will be done on three foot by eight foot canvases. Widely recognized artists as well as up-and-comers have already contributed to the installation project including Mear, Andy Howell, Crash, Haze, Casper, Chase, Revok, Saber, David Choe, Revolt, Stay High 149, Eklips, Eye One, Freddi C, Fuse Green, How, Kenton Parker, Keo, Krush, Michael Delahaut, Nosm, Retna, Sever, and Swank.

In each city, a local artist will be chosen at the recommendation of his/her peers in the art community. In San Diego, Scion is pleased to welcome Persue to the mix. Other artists will be painting live at Scion sponsored events throughout the year, expanding the collection as it travels across the country.

Once again the aim of Scion's installation is to foreground the artists and promote the integrity of the art. The tour will touch down in Seattle, San Diego, San Francisco, New York, Miami, Boston, Philadelphia, Chicago, Denver, Austin, Atlanta, Cincinnati, and Los Angeles. This year's tour began with the Roq LaRue Gallery in Seattle in August 2004, and will eventually culminate in an auction with all proceeds benefiting non-profit youth organizations.

For more information on Installation: Scion Art Tour and to view the artwork, read about the artists, and see



where it's showing, visit <http://www.scion.com/installation>.

About Scion

Scion is a new line of vehicles from Toyota Motor Sales (TMS), U.S.A., Inc. Scion's mission is to satisfy trend-leading youthful buyers through distinctive products and an innovative, consumer-driven process. Scion's first two vehicles, the xA and xB, like the brand, are aspirational, provocative and authentic and arrived in 105 California dealerships on June 9, 2003. On February 3, 2004, the market expanded to cover the south, southeast and east coast. Finally, in June 2004, Scion simultaneously completed the national rollout and launched the third Scion vehicle, the tC sports coupe. Scion will continue to respond to an emerging culture of new car buyers with unique products, targeted marketing and a dedicated sales process. For more information www.scion.com.

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