



Installation 2004/2005 Scion Art Series

Installation: Scion Art Series will open at Mars Gallery (1139 West Fulton Market, Chicago, IL 60607) November 20, 2004 with a reception to take place from 6pm-10pm. Local Chicago favorites, DJ Tone B Nimble and Twilite Tone will perform. Local aerosol artist Casper will paint live during the opening! Please read further for more information on the history and concept of INSTALLATION: Scion Art Series.

([PRWEB](#)) November 18, 2004 -- In 2003 Scion launched INSTALLATION, a revolutionary art tour featuring 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 along the way at Scion sponsored events and trade shows.

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 is customizing a future Scion project car. The artists and their phenomenal artwork contributed to the credibility of Scion's image, and in the end all of the profits 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 into new cities, cultivating new artists from around the country. While the last year's art was painted directly onto Scion's A sculptures and B vehicles, this year's art will be done on three by eight foot canvases. Widely recognized artists like Kenny Scharf, Mear, Andy Howell, Crash, Haze, Revok, Saber, David Choe, Revolt, Stay High 149 and more have already contributed their talent, and 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 will be to foreground the artists and promote the integrity of the art. To do so, Scion will bring INSTALLATION 2004/2005 to new galleries and even museums, beginning with the Roq LaRue Gallery in Seattle in August 2004, eventually culminating in an eBay auction with proceeds benefiting non-profit youth organizations.

For more information on Installation: Scion Art Series, and to view the artwork, read about the artists, and see where it's showing, visit <http://www.scion.com/installation>.

Scion is proud to sponsor the INSTALLATION tour, and especially proud of the artists for all their creative work. Andy Howell, Crash, David Choe, Daze, Eklips, Eric Haze, Eye One, Fuze Green, How, Kenny Scharf, Kenton Parker, Keo, Krush, Mear, Michael Delahaut, Nasm, Retna, Revok, Revolt, Saber, Sever, Stay High 149, Swank, and more.

Installation Cities:

Seattle
San Diego
San Francisco



New York
Miami
Boston
Philadelphia
Chicago
Denver
Austin
Atlanta
Cincinnati
Los Angeles

About Rebel Organization, Inc.

The Rebel Organization, Inc. is an "off-line" viral marketing and promotion company that specializes in connecting brands to the progressive youth culture. Using grassroots platforms that range from street teams and event production to art shows, film screenings and promotional music CDs "the Rebel Organization is a full-service lifestyle marketing partner that helps companies make a "real" impact in the underground sub-culture of today's youth.

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.

For more information on Installation or Rebel Organization please contact:

Evan Cerasoli
Rebel Organization
323.315.1700
evan@rebelorganization.com

For more information on Scion please contact:

Ming-Jou Chen
Scion Product Communications
310.468.4782
ming-jou_chen@scion.com

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**Contact Information**

Steven Komarnitsky

REBEL ORGANIZATION, INC.

<http://www.scion.com/installation>

323-315-1700.103

Online Web 2.0 Version

You can read the online version of this press release [here](#).