



***** **MEDIA ALERT** *****

**2006 "INTO THE PIXEL" ART COLLECTION TO BE UNVEILED MAY 10TH
DURING GALLERY OPENING AT E3EXPO**

***Third Annual Game Art Exhibition a Unique Collaboration of Electronic Entertainment Expo,
Academy of Interactive Arts and Sciences, and Los Angeles County Museum of Art***

Presented by GameTap

WHAT: Sixteen pieces of video game art selected from a field of more 150 submissions to be in the 2006 "Into the Pixel" (ITP) juried art exhibition will be unveiled at a special ITP Gallery Opening event, sponsored by GameTap.

ITP jurors representing both the traditional and digital art worlds and selected artists will be available for interviews.

WHEN: Wednesday, May 10, 2006
5:30 p.m. – 7:30 p.m.

WHERE: E3Expo 2006
Concourse Foyer at the Los Angeles Convention Center (LACC)
(Off the West Hall Lobby)
1201 S. Figueroa Street
Los Angeles, CA 90015

WHO: ITP is a collaboration of:

- Electronic Entertainment Expo (E3Expo)
- Academy of Interactive Arts and Sciences (AIAS)
- Prints & Drawings Council of the Los Angeles County Museum of Art (PDC-LACMA)

JURY: ITP 2006 jury members:

- Kevin Salatino - Lead Juror, **LACMA**: Curator and Department Head, Prints and Drawings
- Cynthia Burlingham - **Hammer Museum**: Deputy Director of Collections
- Ryan Church - Freelance **Concept Artist**
- Caryn Coleman - LA gallery **sixspace / art.blogging.la**: Co-owner and Director
- Tim Langdell - **University of Southern California**: Professor / **EDGE Games**: Chairman
- Lorne Lanning - **Oddworld Inhabitants**: President/Creative Director
- Louis Marchesano - **Getty Research Institute**: Collections Curator, Prints and Drawings

SPONSORS: ***Presenting Sponsor: GameTap***, the first-of-its-kind broadband entertainment network from Turner Broadcasting System, Inc. (TBS, Inc.)
Major sponsor: GameCity

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IMPORTANT: Although the "Into the Pixel" art exhibition is in a public area of the L.A. Convention Center, ITP does not provide access to the E3Expo exhibit halls. E3Expo is a trade event, and is not open to the general public.

WEBSITE: For more information on selected art, artists and jurors, please visit
<http://www.IntoThePixel.com>