



African American Culture Gets Imprinted By Crush Creative

African American contributions to American culture and President Barack Obama honored in "America, I am" traveling exhibit.

For Immediate Release

BURBANK, Calif./EWorldWire/March 6, 2009 --- Crush Creative, a Southern California-based visual communications agency, recently teamed up with Arts & Exhibitions to produce graphics for the national debut of, "America, I am."

"America, I am" begins its traveling tour throughout the United States with its first stop in Philadelphia, Pa. "America, I am" honors 400 years of African American contributions to American culture and also the inauguration of President Barack Obama.

To capture a unique, interactive environment, Crush imaged the graphics on a large assortment of materials for 12 different themed exhibits. Among those included 3,000-4,000 square feet of Artex and AB Vinyl. Some elements of the exhibit featured the words and images of influential African Americans illuminated in a dark corridor. To light up the corridors, Crush printed the images on 4 x 8 Duraclears, which were then face onto pieces of 1 clear acrylic, each piece weighing 350 lbs. Crush also conveyed the journey of African American culture by printing the graphics on 2,000 square feet of matte black vinyl and applying it onto milk plex.

The exhibit also includes a section where visitors can leave their own imprint on a video recorder. "This exhibition essentially tells the role that African Americans have played to make real the promise of American democracy," says Tavis Smiley, exhibit presenter.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for more than forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Merisel is a leading supplier of graphic images arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies - Color Edge Art, Color Edge Visual, Comp24 and Crush Creative. Learn more online at '<http://www.crushcreative.com>'.

HTML: <http://www.eworldwire.com/pressreleases/19423>

MOBILE: <http://e4mobile.com/pressreleases/19423>

PDF: <http://www.eworldwire.com/pdf/19423.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/1668.htm>

LOGO: <http://www.eworldwire.com/newsroom/1668.htm>

CONTACT:

Barry Polan
Crush Creative
1919 Empire Avenue
Burbank, CA 91504
PHONE. 818-842-1121, ext.3015
FAX. 818-562-1063
EMAIL: barry.polan@crushcreative.com
<http://www.crushcreative.com>

KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, Duraclear, Artex, AB Vinyl, Matte Vinyl, Acrylic, Vutek, African American, Inaguration, America I Am, Arts & Exhibitions, graphics, Barack Obama, Wide-image format

SOURCE: Crush Creative