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Crush Images the Eclectic Vibe Of The 2009 SXSW Festival

For Immediate Release

BURBANK, Calif./EWorldWire/June 2, 2009 --- Crush Creative, a Southern California-based visual communications agency, recently partnered with Levi Strauss & Co. to produce graphics for the Levi's/FADER Fort at the SXSW Music, Film and Art Festival in Austin, Texas.

The South by Southwest Festival, or SXSW is a music and arts festival that takes place annually in Austin, Texas, showcasing an eclectic mix of music and arts. SXSW is one of the largest music festivals in the U.S. Beginning in 1987, SXSW has grown from a mere local music festival to an industry-based event showcasing new talent. This year, more than 1400 acts graced the five different stages of SXSW.

With the venue size equivalent to five football fields and the eclectic nature of the event, Crush printed many of the events large format graphics on unconventional materials such as buckskin, leather and denim. Because of the Inca direct-to-board printer, the otherwise rigid materials became printable, with the Inca's ability to temporarily flatten the substrate. Crush also imaged 50 pieces of 10' x 10' mesh on Vutek and 30' w x 16' h on polyscreen image that served as the stage backdrop. Perhaps the largest of all the graphics was the 60' w x 30' h vehicle archway entrance to the festival. The archway consisted of imaged denim-like mesh applied to speed rail, which was large enough to accommodate trucks driving through the arch.

This is the second year in a row Crush has partnered with Levi's to image the event. Crush also teamed up with Ray-Ban and Shockhound to put together the graphics for SXSW. Overall, the turnout was fantastic, as described by John Gibson, senior account executive, in charge of graphics production.

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 40 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. Merisels 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 [CrushCreative.com](http://www.crushcreative.com) ('<http://www.crushcreative.com>').

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KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, Crush Creative, SXSW, Music, Graphics, Levis, Levis/FADER FORT, Inca, Vutek, Denim, Leather, Buckskin, Eclectic, Mesh, large format printing, wide image format printing, wrap

SOURCE: Crush Creative