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### Live Mural Painting Taking Place at the London Convention Centre

**LONDON, ONTARIO – April 9<sup>th</sup>, 2014** The London Convention Centre (LCC), in partnership with the London Arts Council, is excited to announce the first mural art installation at the facility. London artist Tracy Root was selected by the LCC Board of Directors' Arts Committee through the London Arts Council's Mural Roster; a roster developed through a public juried process. The artwork will inject colour and whimsy into the highly trafficked area spanning more than 100 feet of the pedway connecting the LCC to Hilton London.

Root shared that the design will "demonstrate a steep contrast from the urban setting of the city seen through the opposite windows." She added that she is "looking forward to transforming the wall".

Root, a past Ontario Arts Council exhibition grant recipient, began sketching the outline of the mural on April 8<sup>th</sup>; the project is expected to take 6 to 8 weeks to complete, with an official unveiling in early June.

The public will not have to wait until the official opening to catch a glimpse of Tracy's new piece. Londoners and visitors alike are invited to visit the mural throughout the evolution of the project. The LCC and London Arts Council are hoping the community will help document this project through Social Media by Tweeting photos and including the hashtag #LdnCCArt or mentioning @LdnCC or @LdnArtsCouncil.

Dr. Ron Holliday, Chair of the LCC Arts Committee, is pleased to see this first project come to life. "Public art throughout the centre will add to the guest experience. We host global guests at the LCC and public art helps to tell the story of our region and people."

"Many of London's mural projects over the last few years have allowed us to slide down the rabbit hole to another world of vibrant colour and wonder" shares Andrea Halwa, Executive Director, London Arts Council "located in public spaces one wouldn't expect such works of art to be found we as a city are the beneficiaries of such inspiration."

The LCC hopes that this will be the first of many artistic endeavours. "Our long term goal", states General Manager, Lori Da Silva, "is for the LCC to develop a reputation for artistic expression that will add to the internal and external landscape of the facility and enhance the great experience that LCC guests have come to expect."

## About the London Convention Centre

*The London Convention Centre is an internationally certified AIPC Gold Standard venue offering over 63,000 square feet of exceptional meeting and exhibit space. The London Convention Centre connects individuals from the local, provincial, national and international community by offering customized experiences that assist in knowledge transfer and entertainment enjoyment. **CONNECT. SHARE. PLAY.** at the LCC!*

## About the London Arts Council

As London's non-profit umbrella organization for the arts, the London Arts Council (LAC) works with public, private and community partners, to nurture, build and sustain awareness of, involvement in, and commitment to excellence in all levels of arts and culture within the city of London.

## About the Artist: Tracy Root

*Tracy has been working as a professional artist for approximately 15 years, although she has been painting her whole life. Able to paint all subjects in various mediums, her strengths lie in contemporary figurative painting, animals and contemporary abstract landscapes. She has a high quality of artwork, her style is very unique and she is able to finish a project under the tightest of deadlines. Tracy has had several public exhibitions and was awarded an exhibition grant by the Ontario Arts Council. Over the past decade she has focused solely on private sales internationally. She very much enjoys the design and application of large subjects and looks forward to working on the London Convention Centre mural where she feels her style and professional application are ideal.*