

Press Release “Paint Pens in Purses” #3

“Paint Pens in Purses” is an all-female urban art series. Since the jump off in the summer Shayna Yasuhara, founder and Boston-based illustration artist, has become absolutely obsessed with the on-going quest to find cream of the crop artists and bring them to you. Paint Pens is not about selling art to put over your couch instead it is about seeking out art you will remember...stuff that will give you strange dreams at night.

In August '08 the concept became a reality with the first “Paint Pens in Purses” show at Via Matta, home to F.A.M.E, a monthly fashion, art & music monthly event. Here we featured the artwork of Nineta, Lichiban, Morgan Thomas, Kim Harris, Heather McGrath, illy L, and Shayna Shenanigans. Free apps & cocktails provided by Via Matta, music by Ms Thang, resident DJ for a successful monthly hiphop, house & reggae night at Goodlife in downtown Boston.

For the second show in the fall “Paint Pens in Purses” teamed up with LAB Boston and co-owners Todd MacLeod & Kim Harris. LAB is a collaborative space for artists, streetwear aficionados, record collectors and vinyl toy fans. For this show we invited artists Ali Horeanopoulos, Ashley B. Clark, Genie B., Silver Oris, Shayna Shenanigans and tofusquirrel to showcase their various forms of artwork. Music by DJ D-Lux and DJ Kares, a well-known Boston breaks DJ.

As an added bonus to the second show we added a live-art portion in which Kim Harris, Shayna Shenanigans and tofusquirrel combined forces to paint LAB's 25ft window storefront. After approximately six hours, a massive amount of paint and the help of Nicholas Dimancescu to film this live-art feat we not only created a head-turning display but also two youtube videos that will be filed under “favorites” forever.

An important element behind the success of the series is the huge generosity of local companies and major sponsors. Scion, Sharpie, 42Below Vodka and The Weekly Dig, to name a few, loaded us up with free goodies to drink, eat, wear, draw on, draw with, read and dance around to.

For the winter we are taking the series to Middlesex Lounge (Cambridge, MA) on December 11th with new artists, new djs & new giveaways. We will also be adding video by Agnieszka Woznicka who recently showed at the Institute of Contemporary Art in Boston and is a stop-animation goddess from RISD. Other artists to be announced...

For more info on the series or to become a sponsor email: syashuhara@gmail.com or check out www.myspace.com/paintpensinpurses.

PRESS- (ONLINE ONLY)

Paint Pens in Purses #1 (August 6, 2008 @ Via Matta)

<http://www.dailycandy.com/boston/article/38058/The+Good+Girls>

http://www.boston.com/ae/theater_arts/articles/2008/08/06/an_urban_adventure/

<http://www.misscrew.com/blog/2008/08/05/paint-pens-in-purses/>

[http://boston.going.com/event-357075;PAINT_PENS_IN_PURSES - All-Female Art Show](http://boston.going.com/event-357075;PAINT_PENS_IN_PURSES_-_All-Female_Art_Show)

<http://www.boston.com/lifestyle/fashion/gallery/081408spy?pg=7>

http://www.bostonherald.com/blogs/entertainment/art_scene/

<http://dont-trip-yet.blogspot.com/2008/07/paint-pens-in-purses.html>

<http://alwaysonthe grind.wordpress.com/2008/07/30/paint-pens-in-purses-a-series-of-all-female-urban-art-shows/>

<http://www.bostonchefs.com/news/viewArticle.php?id=6317>

<http://manifestdestitute.blogspot.com/2008/08/event-paint-pens-in-purses.html>

<http://www.yelp.com/events/boston-paint-pens-in-purses-all-female-urban-art-show>

Paint Pens in Purses #2 (October 11, 2008 @ LAB)

<http://ladycapricemagazine.ning.com/profiles/blog/show?id=1994126%3ABlogPost%3A5793>

<http://www.misscrew.com/blog/2008/10/11/save-the-date-paint-pens-in-purses-2-tonight/>

<http://boston.skirt.com/event>

<http://www.beautifuldecay.com/events.php?past=1&PHPSESSID=ceb63b88186aa9aed53e69d1c36423c2>

<http://caitlincurran.com/2008/10/14/paint-pens/>

<http://alwaysonthe grind.wordpress.com/2008/10/09/paint-pens-in-purses-2-lab-boston/>

<http://www.weeklydig.com/arts-entertainment/200810/chicks-bics>

http://boston.going.com/event-389120;Paint_Pens_in_Purses_2_LAB_Allston

<http://www.yelp.com/events/allston-paint-pens-in-purses-2>

<http://boston.everyblock.com/locations/zipcodes/02134/>

http://bostonist.com/2008/10/11/saturday_happenings_16.php

Printed Press...The Globe, The Herald, The Phoenix & The Weekly Dig.

Sponsorship Opportunities "Paint Pens in Purses"

Diamond Level - \$2,000 & up**

This is an exclusive Paint Pens in Purses series sponsorship that is limited to a maximum of two sponsors. One space currently available.

- Sponsor will be associated with the Paint Pens in Purses Series versus just one show. The sponsor will automatically be associated as sponsors for the October show as well as the next 2 art shows to follow. The sponsor would automatically have their logo put on all flyers for the three shows.
- Sponsors will also be mentioned in the Paint Pens in Purses press release for the next three shows.
- Sponsorship includes the opportunity to bring promotional items to the event and/or set up a table display for the October show and can set up tables at later shows for just \$300.
- Sponsor's logo will appear on artist name cards. Name cards and art will on display for an entire month.

Gold Level - \$1,000 - \$1,999**

- Sponsor will have the opportunity to distribute their own promotional items at the event. This includes the opportunity to bring promotional reps to the event and/or set up a table to increase their presence at the event.
- Company logo will be included on flyer. See silver level sponsorship description below.

Silver Level - \$400 - \$999**

- Company logo of sponsor will appear on the Paint Pens in Purses flyer which will be printed as both a full-colored 8.5x11 sized posters and online. Posters to be distributed to key retail locations around Boston and Cambridge. Online invites sent to our email lists will show sponsor logo.
- Sponsor will be allowed to bring one promotional giveaway at the art opening.

** Or monetary equivalent in product or services is perfectly okay!

If you're interested in sponsoring this event please email me at syasuhara@gmail.com .

Shayna Yasuhara
Founder of "Paint Pens in Purses"
www.myspace.com/paintpensinpurses
617.669.9660