



## MEDIA RELEASE

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### **Eco-Flamenco: a dress made by THOUSANDS of people during ArtPrize**

Artist Nancy Judd, recently accepted into the Smithsonian's permanent collection, is creating a new piece with thousands of ArtPrize attendees that will be completed by October 9<sup>th</sup>.

The base of the dress is made from parachute scraps. When completed, it will be covered in thousands of ruffles made from cereal boxes painted red with recycled paint. The paint was donated by E-Paint Recycling in Battle Creek, MI. The painted cereal boxes will be cut into circles and sewn onto the base dress to look like lavish ruffles.

Additionally, each ruffle contains an eco-pledge: something that participants have promised to do to care for the earth.

Thus far, the Grand Rapids community has helped to create this dress by bringing in 200 cereal boxes, spending over 60 hours volunteering to paint and cut the boxes into circles, and filled out over 500 pledges!

"I am overwhelmed by how helpful and kind people are in Grand Rapids! There also is a strong commitment to sustainability here that makes working on this project so easy—I feel like people really get what I am doing." says Judd.

She is still in need of more cereal boxes and volunteers, if you would like to help contact her at [Nancy@recycle Runway.com](mailto:Nancy@recycle Runway.com). Or just come down to the "annex" at UICA. The Annex is the gallery to the right of the registration desk.

Nancy Judd creates couture fashion sculptures made from trash to inspire people in a fun and creative way to live lighter on the earth. She exhibits her garments, [the Recycle Runway Collection](http://www.RecycleRunway.com) ([www.RecycleRunway.com](http://www.RecycleRunway.com)), in high traffic, public locations to reach millions of people with her message of sustainability. All of her work (eighteen garments) are currently on display in the Atlanta International Airport.

For more info, please contact: Nancy Judd, 505-577-9712, [Nancy@RecycleRunway.com](mailto:Nancy@RecycleRunway.com)



Nancy talks to ArtPrize attendees while climbing the ladder to hang the painted cereal boxes to dry. Behind her on the right of the photo is the Eco-Flamenco dress awaiting the ruffles.



Nancy gives a presentation to a group of school children.