



For Immediate Release:

5151 Penn Gallery to Host *Seeing Red*

PITTSBURGH, PA --- Opening on November 3rd at 5151 Penn, *Seeing Red* will exhibit 34 local, national, and international graphic designers who have put their passion, their anger, and their hope on display. The gallery will become a forum for designers to speak out, raise awareness and affect change. 5151 Penn, a new multi-purpose gallery and performance space located in the heart of the Penn Garfield corridor, presents its 3rd event with *Seeing Red* in which these designers and artists confront contemporary issues.

Creating public awareness of the power of images and an opportunity for community dialogue regarding worldwide issues, *Seeing Red's* concept is born out of "passion and anger." Each designer was given a blank white canvas along with the freedom to focus on any topic that he or she chooses. Though the title of the show references the emotion on the part of the designers, the phrase, "seeing red," also alludes to the format of the designs themselves since each poster is being silk-screened in red and black only.

Seeing Red is a non-profit endeavor and provides a forum to discuss the issues artists care most about in a format the public can recognize: posters. The title, *Seeing Red*, refers to the artists' unrest with contemporary issues as well as the common visual theme of the show: red and black. More than a venue or even a dialogue, *Seeing Red* is a fundraiser, as all profits from poster sales will be donated to a charity of the designer's choice.

A special sneak preview of *Seeing Red* will be available at Artists Image Resource (aka AIR) on October 14th during AIR's ten-year anniversary fundraiser. AIR is an artist run, non-profit print and imaging resource located at 518 Foreland Street on Pittsburgh's north side. AIR screen printed all of the posters for *Seeing Red* and will conduct hands-on activities printing special commemorative *Seeing Red* posters during the event. The Pegge Hopper Gallery in Honolulu, HI helped organize *Seeing Red* and hosted a showing on September 21st to celebrate International Peace Day.

The opening reception for *Seeing Red* at 5151 Penn on November 3rd will include food and beverages donated by East End Brewing Company and Bella' Roma Catering Group. The show concludes Monday, November 27th with a closing reception. Otherwise, 5151 Penn will be open via appointment.

For additional information about the space or upcoming shows, please visit the website at <http://5151Penn.com/>, or send email to shows@5151Penn.com