

Block Your Calendar and Discover the World's Largest Display of LEGO® Art at TELUS World of Science – Edmonton

WHAT: Media are invited to preview TELUS World of Science – Edmonton's next Feature Exhibition – *The Art of the Brick*, the world's largest and most popular display of LEGO art.

The Art of the Brick, created by contemporary artist Nathan Sawaya, features over 1 million LEGO bricks transformed into over 100 sculptures including original pieces as well as reimagined LEGO versions of famous masterpieces like Van Gogh's *Starry Night*, and Da Vinci's *Mona Lisa*. In addition to Sawaya's pieces, the exhibition features interactive and engaging hands-on experiences for visitors of all ages.

This is an exclusive opportunity for media to preview the exhibition before it opens to the public, as well as an opportunity to interview artist Nathan Sawaya during the preview.

WHEN: Thursday, May 4 from 10:00 a.m. to 1:00 p.m.

WHERE: TELUS World of Science – Edmonton
Feature Exhibition Gallery
11211 142 St NW, Edmonton, AB

WHO: The following people will be available for interviews:

- Nathan Sawaya, Contemporary Artist, *The Art of the Brick*
- Alan Nursall, President and CEO, TELUS World of Science – Edmonton
- Trevor Prentice, Director, Science Experience, TELUS World of Science - Edmonton

HOW: Any media interested in attending are asked to RSVP by emailing Ursula Pattloch at upattloch@twose.ca by 8:00 a.m. on May 3, 2023. Upon arrival, media are asked to check in with the media desk in the main lobby.

VISUALS: *The Art of the Brick* media preview allows you to discover this immersive exhibition with opportunities for photography and video to be captured. Creative assets for *The Art of the Brick* are available and will be provided in a media kit upon check in. The exhibition will be open to select school groups during the preview with signage posted to notify guests that photography and videotaping will occur.

Exhibition highlights include:

- Fan favourite original piece "Yellow," a life-size sculpture of a man pulling his chest apart with thousands of yellow LEGO bricks flowing from the cavity.
- A multimedia collection of LEGO brick infused photography produced in tandem with award-winning photographer Dean West.
- A 20-foot Tyrannosaurus Rex skeleton made entirely of LEGO bricks.
- Interactive experiences including a LEGO drag race, mystery object build, free build area, and more.

Media contact:

- Ursula Pattloch Director, Marketing & Communications, C: 780-982-5074, E: upattloch@twose.ca
- Brett Nestman, Coordinator, Marketing & Communications, C: 780-999-8893, E: bnestman@twose.ca

About TELUS World of Science – Edmonton

TELUS World of Science – Edmonton’s mission is to: Ignite curiosity. Inspire discovery. Celebrate science. Change lives. We are the destination to engage Albertans’ hearts and minds in science. The Edmonton Space & Science Foundation is a non-profit organization that operates TELUS World of Science – Edmonton.

About Nathan Sawaya and *The Art of the Brick*

Former New York City corporate lawyer turned contemporary artist, Nathan Sawaya is the first artist ever to take the LEGO brick into the art world as a medium. Sawaya has earned a top position in the world of contemporary art and has created a new dimension by merging Pop Art and Surrealism in awe-inspiring and groundbreaking ways. Sawaya’s touring exhibition – The Art of the Brick® – has entertained and inspired millions of art lovers and enthusiasts around the world. CNN heralded The Art of the Brick as one of the top ten “must-see exhibits in the world!” Sawaya is an author, speaker and one of the most popular, award-winning contemporary artists of our time.

About Running Subway

Running Subway is a New York-based entertainment production company that has produced a multitude of successful exhibitions and theatrical productions including King Tut, The World of DaVinci, The Dead Sea Scrolls, Harry Potter, and The Art of the Brick. Running Subway is also responsible for the highly successful, Broadway and touring production of How the Grinch Stole Christmas! The Musical as well as Judy Garland in Concert and Sinatra at the London Palladium. For more information about Running Subway, please visit www.runningsubway.com.