

PRESS RELEASE



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FOR IMMEDIATE RELEASE:

BODYPAINTERS MAKE ART WITH HUNDREDS OF PAINTED NUDES, AND BREAK GUINNESS WORLD RECORD

North Carolina bodypaint artists, Scott Fray and Madelyn Greco set their sights on the Guinness Book of World Record's bodypaint title in the official category, "most bodies painted in a 24-hour period". The current record is held by supporters of the Pike Central High School Basketball team, The Hawks, of Pikeville, KY, USA. The number to beat is 254 people painted, head to toe. This record has been held since February 12, 2004. The giant record-breaking paint-party will occur on July 15th, 2006 at the Brushwood Folklore Center in Sherman, NY. Participants will be fully painted, documented and photographed in accordance with Guinness rules.

Fray and Greco, who showcase their art at www.livingbrush.com, decided to attempt the record as a way of bringing more attention to an art form that still emerging in the United States, but very popular the world over, as evidenced by the rapid growth of the World Bodypaint Festival, held each year in Seeboden, Austria which draws artists from over 40 countries. "I see it as a rising cultural trend," says Fray, "It's modern expression is edgy and fresh, yet it's roots extend back before the recorded history of every indigenous culture on the planet. Plus, I've never seen people react so powerfully to art before. It's quite phenomenal."

After breaking the record, the couple intend to create large-scale art using hundreds of naked painted people, arranging them in interesting configurations in a field to create "The Living Mandala", which will be photographed from above, perhaps by ultralight airplane. Fray and Greco will soon be organizing an even larger art extravaganza. The American Body Arts Festival will be a world-class bodypainting event, which will have a multi-category bodypainting competition as well as a gallery component featuring art and photography. Also included will be many more modern and traditional body arts, along with live music and performance. This is slated to take place in August of 2007. (www.americanbodyartsfestival.com)

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Notes: A downloadable version of the press release & additional high resolution images suitable for printing are available at www.livingbrush.com/pages/presskit.html
A downloadable version of the show poster is available at www.livingbrush.com

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Internet Sites with additional information about the performers:

Fray/Greco's Bodypainting Site - www.livingbrush.com
Location Site – www.brushwood.com
Guinness Site – www.guinnessworldrecords.com