

ART - FULL

NEWSLETTER

The yearly Wrap Up for my 2015 street painting schedule and other miscellaneous art adventures. Here are some highlights!

From Sports to Food; Festivals to Arts Envoy Workshops; TV to Marathons - we covered a lot of ground this year!

We even jetted to the other side of the pond, hitting Thailand, India and Tunisia. Camel rides come with the territory. (Photos on Page 12)

Team 3D grew to see new team members added for new experiences. Gratitude to each & every artist who joined in this year!

THE YEAR STARTED OUT WITH A BIG BOWL - SUPERBOWL 49: THE PATRIOTS VS. THE SEAHAWKS!

Nothing like jumping into the deep end with 2 unique commissions for the VIP Lounges at Superbowl 49 - yes, that meant backstage and rehearsals included.

Team 3D and I created these interactive pieces for 'Superbowl Valley' and 'Touchdown Canyon' lounges. The art was a hit with fans and cheerleaders alike. A unique addition to any sporting VIP section!



Half Time Entertainment

2015's SB festivities included the lovely Katy Perry, Lenny Kravitz and Missy Elliott at half time. The uber talented Idina Menzel and John Legend, lent their voices to the national anthem and 'America the Beautiful.' Super cool to get a glimpse of the show being rehearsed before the big day:-)



STREET PAINTING

More football to move into 2015 ...



NFL Thursday Night Network asked us to whip up an image for their TV spots airing in the Spring of 2015. So I drew up this vintage TV set image, which was filmed in my studio as a time lapse piece. Aired as a banner for the Saturday Edition of Thursday Night Football, the ad was seen on East Coast channels.

COMICON MURAL MADNESS



CDK GLOBAL Launches New Campaign with Chalk Art Mural

Knowing that we had to create a bitchin' looking automobile for this one I brought in Team 3D artist Julio Jimenez to work his reflective magic on this design. The art was created in studio then translated to a digital print for installation at the clients trade convention booth.

We once again confirmed that JJ loves drawing shiny objects!



Speaking of murals.....

we created this San Diego-esque inspired pineapple mural for the newest property of Pineapple Hospitality in San Diego.

Painted during the San Diego ComiCon, we had a front row view to all the fun and madness that IS ComiCon. The hotel is just a few blocks convention center so check them if you are thinking of hitting ComiCon 2016.

We'll be back in 2016 to create more art for the interior of the hotel. Stay tuned!



STREET PAINTING

Primanti Brothers on Ice!

Cold temps, ice and even snow did not stop Team 3D when we took on the giant Primanti Brothers sandwich restaurant in Pittsburgh. Talk about frosty! Sharyn and JJ hid behind a plastic tent with heaters to create this image for the sandwich masters of Pittsburgh. We suggested waiting for 'warmer' weather but the clients were keen to brave the elements so our team got to work. Next time we get asked to do this we'll be in the Caribbean. Well done Team 3D, the all weather art team!



Dubai Canvas Inaugural Festival

Sand, sun and crystal clear waters - that was the setting for the first annual Dubai Canvas Street Painting Festival in the UAE this past year.

I joined my colleagues from around the world to whip up some 3D fun for the Dubai Jumeirah Beach community. The theme this year was Dubai activities - my two images were based on abseiling and sky diving, which I have actually done in the past. (It's hands down one of my favorite experiences ever!)

I tried out a new approach with one of the paintings by creating a low view point image. It was designed to appear as if you were abseiling the Burj Khalifa and was a reversed perspective design to the more traditional 3D images we all know and love. It was a HUGE hit at the event with thousands of people snapping pics on it over the course of the few days of the event. The poor painting needed a touch up by the last day due to the massive foot traffic on it!

The sign of a well enjoyed piece.

My skydiving painting was also well received with lots of folks hoping to have a souvenir postcard image of them flying like a bird over Dubai, without actually jumping out of a plane.

Each artist did an amazing job, each presenting very different works that showcased all the best of Dubai. Bravo to all!

I enjoyed my experience there and met so many amazing volunteers - big thanks to Sayak for being my partner in crime on this one. Special thanks goes to Aaisha & Mohammed for assisting; all the many fans of street painting who came to meet me (especially the young women of Dubai - stay creative my sisters!); and of course to the entire AfroAsia Events team: Colin, Jane, Shawn, Katlego and everyone else who made this possible!



STREET PAINTING



Dubai Canvas Selfies!



After drawing the Burj Khalifa, we went to the top to see the real view!



STREET PAINTING

Edison Learning

Bringing attention to educational programs is always something I support. When Edison Learning asked us to provide a statement image for their booth at an industry trade show in Houston, I felt privileged to do so.

Their campaign 'Don't Let Them Drop' centered on what happens to students when they drop out of school. I designed an abyss opening beneath shaky ground - because statistically that's often the case with drop outs.

Sharyn assisted me on this one, which was designed to bring awareness to this pressing issue in education.



2015 STATISTICS

Our work this year was comprised of 45% live work and 55% digital studio print work.

Our clients represented the following markets: sports, hospitality, museums, manufacturing, financial, retail, education, pharmaceutical, entertainment and arts.

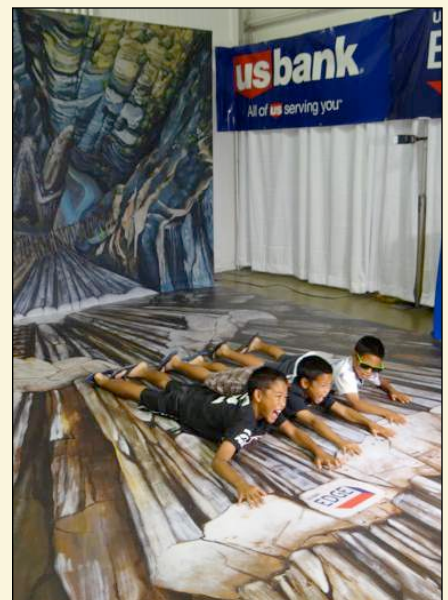
Countries worked in: Canada, China, India, Thailand, Tunisia, UAE & US.

OC MARATHON GOES 3D!



Fresh on the heels of the Dubai Canvas experiment, I kept the momentum going with a second addition to my Vertigo series - this time with the OC Marathon as the hosting venue. Held in Orange County, the event draws thousands of participants and supporters.

Sponsored by US Bank Edge, my painting provided a nice backdrop for some cliff-hanging fun! Thanks to Team 3D brand ambassador Tracy Saunders for keeping the energy pumping all day!



STREET PAINTING

Space Ports, Trains & Roller Coasters

Far out and fun - we had clients from Busch Gardens to Space Jam Juice to the Canadian Science Museum who wanted to take a ride on 3D

Busch Gardens added this roller coaster work to their Virginia theme park for visitors to snap pics with, particularly if they didn't want to ride of a real coaster.

Space Jam Juice reasonable preferred a space port that is being pulled into a stellar black hole - guess that's the kind of ride you get when using Space Jam Juice in your vaping practices!

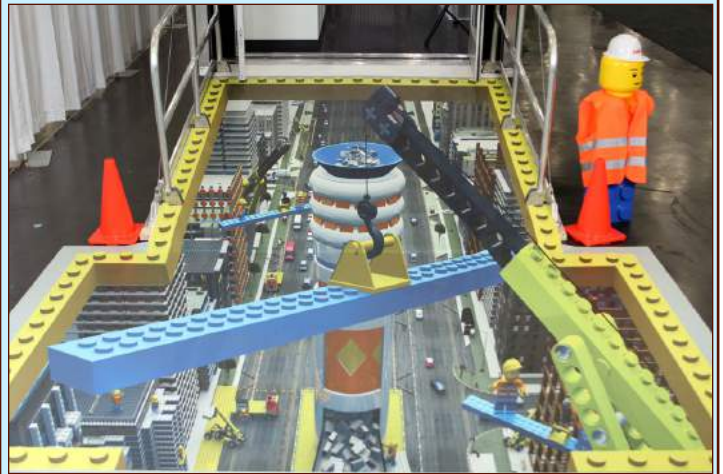


ABB LEGO 3D

ABB is a company who produces circuit breakers and other mechanical power components. They wanted to add some fun to their trade show booth, which is actually a trailer that they drive around the country.

This digital print was designed to adhere to both the floor and the ramp of the trailer parked on the industry trade show floor. Real safety cones and team members dressed up in safety gear to emulate their Lego models finished off the look of a Lego-inspired city being constructed below.



STREET PAINTING

NORWEGIAN CRUISES - ESCAPE!

All hands on deck for this whopper project! I was commissioned to come up

with some fun treatments for the Kids Corridor of the newest and largest cruise ship in Norwegian Cruises fleet. Launched in November - the



Escape - boasts 12 pools & hot tubs, hosts over 4200 guests and has the largest ropes course at sea.

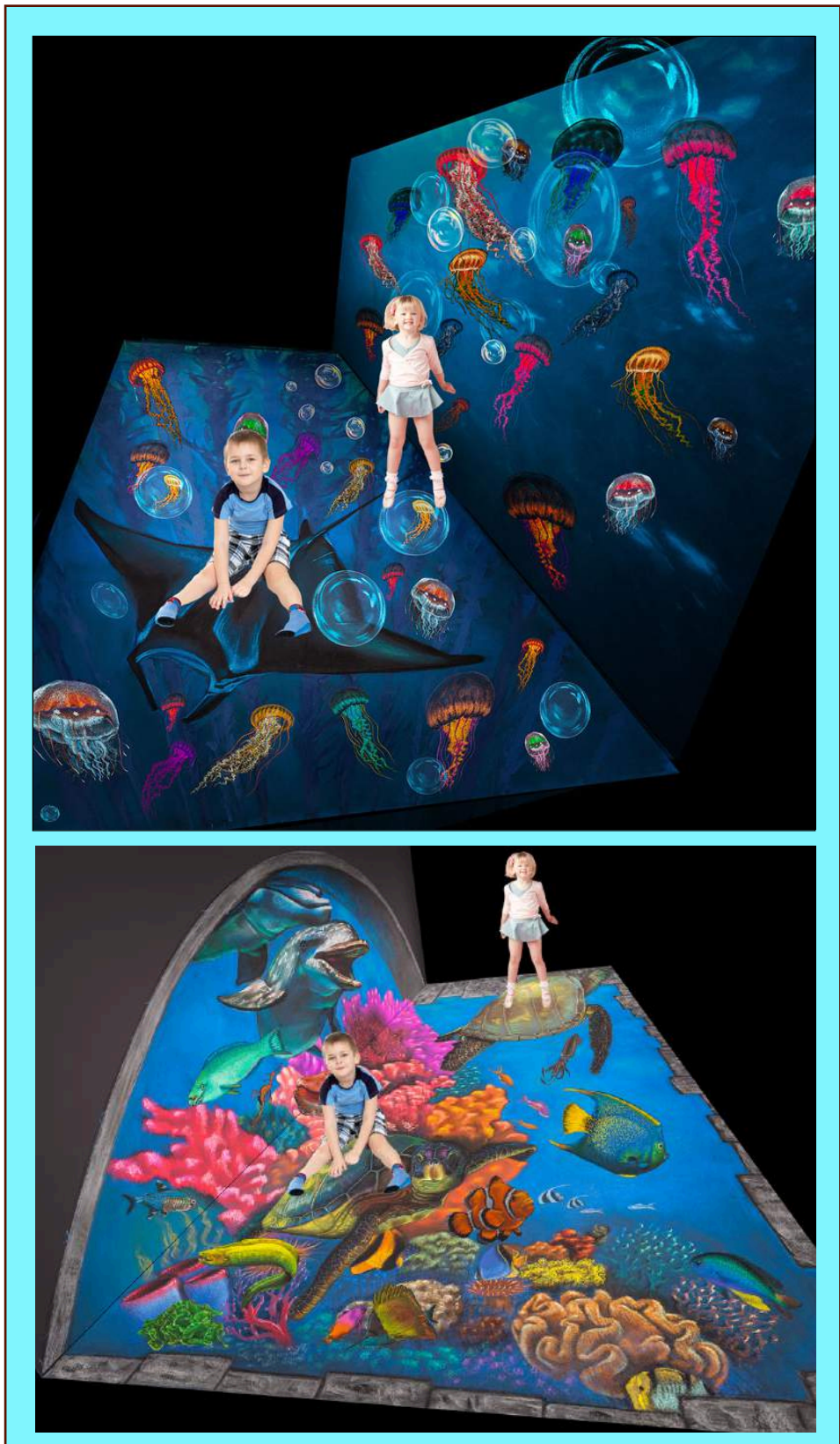
This ship is all art themed, with all sorts of installations and artwork throughout - a first!

Asked to design artwork for a 270' long corridor, I came up with a variety of vignettes illustrating scenes transitioning from a beach with starfish hopscotch to a deep sea treasure hunt. Each vignette has an attached game built in to the design to work out. This adds to the fun!

Things to consider when designing for kids

- Keep it friendly - no scary images for the 6 and under set!
- Keep it playful & engaging
- Keep it educational
- Keep it imaginative and colorful

You want kids to WANT to play with your work so put yourself in their shoes - what would they like?



STREET PAINTING

TEAM 3D LANDS IN MACAU

3D INSPIRED MURALS FOR THE NEW BROADWAY MACAU HOTEL & CASINO

Team 3D expanded this summer when we traveled to beautiful Macau to create a series of 3D inspired murals for the newest star in the Galaxy hospitality chain constellation, the Broadway Macau. (Team members listed below.)

An art themed hotel and casino complex, our task involved painting up 14 outdoor murals, sized approximately 8' high x 15' long, which were designed to showcase the best of festival culture in Macau.

Never having experienced the actual pre-opening activities prior to a grand opening of this scale, we were invited to play the guinea pigs, by sampling all the food and offerings at the local restaurants and coffee shops. Some of the team got really excited over the free / limitless Johnnie Walker Blue label at the hotel bar! Pepper Lunch was a favorite.

It rained almost the entire time we were there which created challenging working conditions. Not ideal but the team are all professionals and, naturally, finished the work on time.

The best report I received was that the public were coming from all over the peninsula to snap photos with the art after the opening. Now that is a real compliment and exactly what we were hoping for!



STREET PAINTING

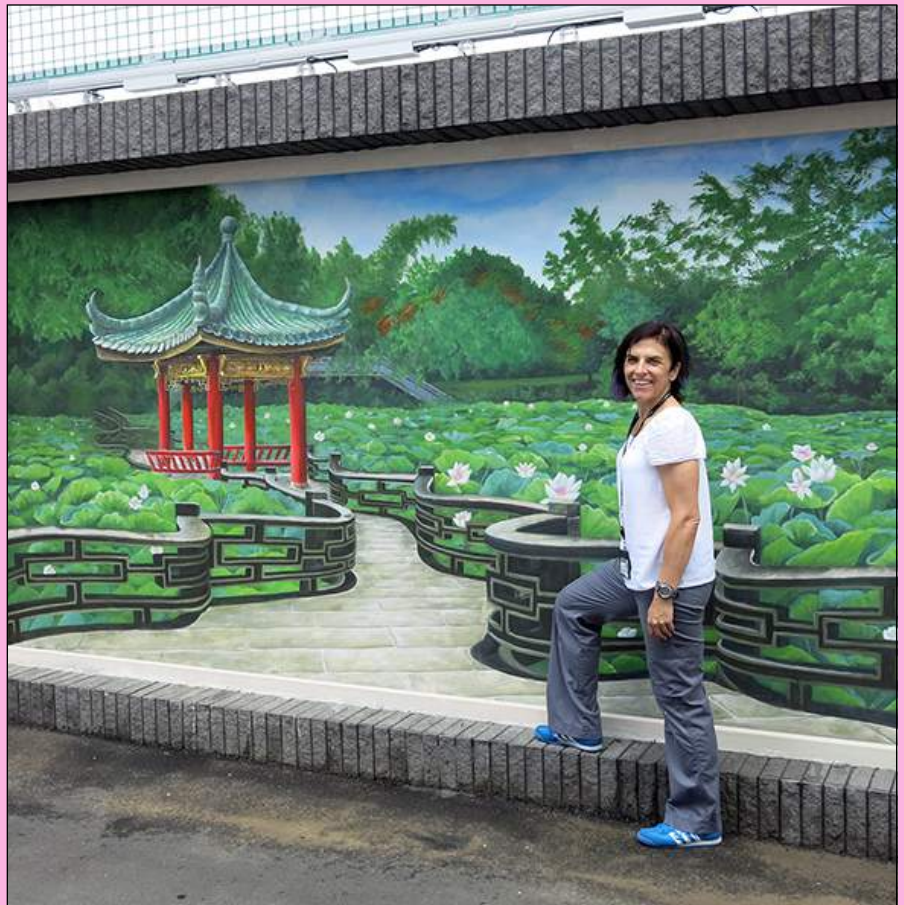
Team Artists

Thanks to my amazing Macau Team:

Tony Cuboliquido, Shawn McCann, Alex Maksiov, Claire Ouimet, Anat Ronen, Zee Schindler and Holly Scott.

Working in Foreign Locations

- PRO: Supplies were very different but in many cases quite good compared to what we have in the US. It's amazing what one little shop can stash away in it's modest cubbies!
- CON: We had lots of rain - it was monsoon season after all, so proper tenting was needed. Unfortunately we did not get this as all the local vendors were booked trying to get the hotel ready for opening! We managed but not without getting water logged.



Macau Culture

From Chinese dragon dances to Lotus Gardens, Macau offers a wonderful array of festivals and celebrations throughout the year. We loved the Portuguese / Chinese mix of cultures, especially the food! Our favorite hang was the old Taipa Tavern & village, which played home to all the expats working on casino row and also served up Macau delicacies. Don't miss it if you get to Macau!



STREET PAINTING

BEHIND THE CAMERAS

TNT - The Librarians - ComiCon - New York = a winning combo! Seeing ComiCon in the Big Apple was a blast. The cosplay, the staging, the fans, the art....WOW! We loved it. We were ecstatic to see Rebecca Romijn and her co-stars posing with the art. Fans loved it and we loved them too!



JETS OVER DUBAI

Swiss watch maker Breitling commissioned my team and I to create a stunning digital piece for their 2015 global campaign launch at the Dubai Mall, UAE.

Sized at 20' x 20' the work shows the Breitling Jet Team blasting through the floor of the mall, complete with caution stancions and warning signs to complete the illusion.

This was a terrific project and from our social media feeds we knew it was a hit with the mall visitors. Ironically it did not take much to fix that hole in the pavement!

Home & Family TV

Return Appearance

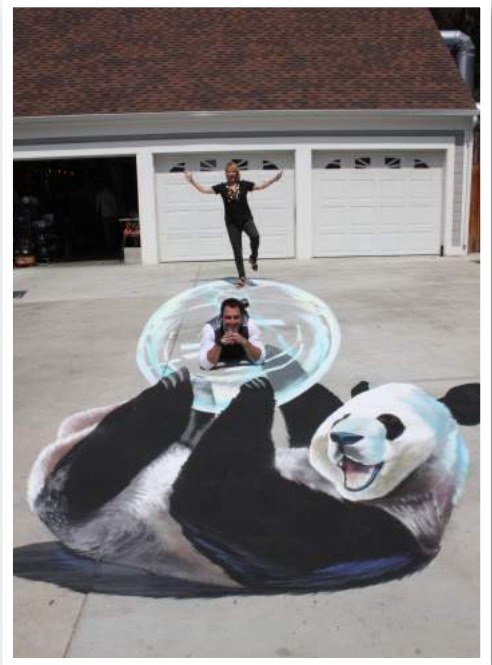
Some of you may know that my work was featured on the Hallmark Channel's day time show 'Home & Family' back in 2013. That was so much fun that they asked me back again this year to create another quick 3D piece for the program.

Mark and Christina, the shows fantastic hosts, really had a good time playing around with this piece that JJ and I whipped up for the program. We had 3.5 hours to make our playful Panda come to life, just in time for the segment rehearsal.

Live TV is always fun for me as you never know what is going to happen. Scripts may or may not be adhered to but that's the beauty of improvisation. I used to get nervous being in front of a camera but now I relish it for the experience. It teaches me how to be more flexible and relaxed.

TIPS for TV appearances:

1. don't wear white or small patterns
2. think of the interviewer as a friend



3. forget the cameras
4. have fun - you'll be more natural and glad you let go!



STREET PAINTING

Find Your Beach



Corona asked us to drop into Manhattan to lay down some beachy surroundings for busy New Yorkers - how could we say no?

Team 3D created two on site works for the installation near Times Square - one in studio as a digital print and one live on site work, which was completed in 5 hours. (Whew! We definitely know what speed painting is all about!)

New Yorkers enjoyed a cold one and lounged by the beach. No need to drive to Rock-a-way if you've got a pool on your local street corner.



IMAX THE WALK - Film Debut

Philip Pettit was either crazy or brilliant in 1974 - actually maybe both! That's when he dared to walk the wire between the iconic twin towers of the World Trade Center, NY and dazzle the world with an over the top death defying feat of courage and vision.

Team 3D (this time with the Chalk Guys added!) humbly recreated that terrifying and exciting scene with our own version of The Walk at the IMAX Headquarters in Los Angeles. Unveiled at the debut of the film, attendees enjoyed their own version of this crazy stunt.



A nice little time lapse was created during the process - you can see that on my website. For now, I'll stick to the pavement, thank you!

STREET PAINTING

Sahara Culture

Desert dwellers, the Berbers, live in clay caves built into the earth, using camels for trade and work. Small Arabian bred horses are also used for transportation.

Desert hospitality is remarkable and a stay here is like experiencing another world.



Monastir International Festival of the Arts - Tunisia

Despite well wishers warnings against traveling to Tunisia, I must say it was the best decision I made this year. I had always wanted to see this part of the world and it did not disappoint. Mainly due to the fantastic people I met at the Monastir International Festival of the Arts.

Our host Nejib went above and beyond to make sure that each one of us *safely* enjoyed the wonders of Tunisia - from pristine Roman ruins to old

Carthage, from olive oil to dates, sea to mountains and sand.

The artists who participated traveled from Europe, Asia, Africa, Russia and the Middle East - it was an honor to experience their art and creativity. Bravo!

Invited to paint a 3D work for the event, Sharyn and I braved the heat to draw up this image of the creatures of Tunisia as stellar constellations. Monastir loved our 3d works - we certainly met many new friends and fans there! I absolutely look forward to returning to Tunisia again someday!



FESTIVALS!!!

This year I participated in a number of festivals that I don't usually get a chance to enjoy. Thanks to Art Along The Rogue for bringing my team and I back this year. ART WARS was the title of my piece in anticipation of the new Star Wars film release. Thanks to Dave, our 501st Sand Trooper who showed up to add fun to the piece!



Thanks also goes to the Carlsbad ArtSplash organization for having my team and I back this year for their annual festival. My piece 'Mystical Gryffin', sized at 20' x 40' saw the full Team 3D in action, with the additional assistance of Melody and Fred. The great weather made this event a lot of fun for us. It's nice to be back on old school pavements again with old friends!



STREET PAINTING

ARTS ENVOY PROGRAMS Thailand

thailand WORKSHOP PROGRAMS

Bangkok, Chiang Mai and Khon Kaen

I always welcome an opportunity to take on an arts education program, especially in a new location.

This was my second trip to Thailand



but I had never been to Khon Kaen or Chiang Mai. The US Consulate team (who were just amazing!!!) set up a wonderful program for us - 5 demo



paintings and 4 workshops over the course of two weeks.

Hosted by the Chiang Mai University Art Center, Khon Kaen University, Bangkok University, the Conrad Hotel and the Satichon Islamic School in Bangkok, we covered a lot of ground!



We facilitated workshops for over 500 students throughout the program, who proved themselves to be talented and enthusiastic - Sharyn and I were worn out



from the programs but it's a good kind of exhaustion! Inspiring students to take up creative practices is one of my life directives so this was a perfect fit for me.

Special thanks to Kelly, Girl, Sherry, Anne, Saul and everyone at the US Consulate Bangkok for taking extremely good care of us! We love Thailand!

Thai Culture - Street Food

Street food is the way to go in Thailand.

Noodles, curries, dumplings, flavorful meats, drinks, etc. You just can't beat it!

*My personal favorite is **kanom krok** - coconut custard pudding souffles.*

Unbelievably yummy!



STREET PAINTING

ARTS ENVOY PROGRAMS

India

india WORKSHOP PROGRAM

Vishakhapatnam & Hyderabad

My last street paintings of the year came with a second arts envoy program, this time in east / central India, graciously hosted by the US Consulate Hyderabad.

Sharyn and I traveled to Vizag to work with our sponsoring partners, The Ken Foundation Society on a 3d Climate Change painting. Our Ken Foundation team members tackled the work with enthusiasm & loved seeing the great photos snapped at the unveiling.

Additionally we presented 2 workshops for local students and instructors, with terrific results! Thanks to everyone in Vizag for hosting us so graciously and generously. We hope to see you all again soon!

After Vizag we landed in Hyderabad to create a piece at Prasad's IMAX Mall. This time the theme was Gender Violence. Our partners at the US Consulate provided the platform to enhance awareness around women's issues in the region. Thanks to their work, more people are getting wise to the harsh realities of this troubling social issue.

Thanks to our good friends Salil, Senthil, Gabrielle, Santosh, Geetha, Ravi, everyone at the consulate for a worthwhile program. Special thanks to all the fans, friends, students and our absolutely lovely friends at The Ken Foundation Society.



STREET PAINTING

THAT'S IT FOR MY YEARLY WRAP UP

AGAIN, LOTS OF ART, NEW PLACES, NEW FRIENDS AND NEW EXPERIENCES.....LOTS TO BE GRATEFUL FOR!

I HAVE TO SEND OUT A BIG THANKS TO MY MANAGEMENT TEAM, **INSTRIDE ENTERTAINMENT**, FOR KEEPING ME ON TRACK AND UP TO MY EARS IN WHAT I LOVE!

TEAM 3D DESERVES A BIG SHOUT OUT FOR ANOTHER AMAZING YEAR!

Sharyn, Julio, Michael, Mira, Tracy and our great guest colleagues - Hector, Ken, Melody, Fred, Anat, Alex, Shawn, Holly, Zee and Claire - you guys all rock!

Thanks also to Elbow Room Marketing & Rohner Design for on line business support!

the **ART of** **CHALK**

Techniques & inspiration for creating art with chalk

2016 UPDATES

I am über excited to announce that my book, 'The Art of Chalk' is finished and going through it's last editing cycles. The release date is tentatively scheduled for April 2014. More than 60 artists contributed in the genres of Chalkboard Art, Pastel Painting and Street Painting. I'll be sure to make announcements on my website and social pages so follow me to stay informed of the updates.

FB- Tracy Lee Stum

Twitter - tracyleestum

Instagram - tracyleestum

LinkedIn - Tracy Lee Stum



ART-FULL 2016

www.tracyleestum.com

Upcoming Events:

*Dubai Canvas - March 1 - 6, 2016

*Commodities Classic, New Orleans - March 3 - 5, 2016

*Pineapple Hotels, San Diego - Feb. 2016

*Mumbai Street Art Festival - March 2016