

## 2014 Happenings

# ART-FULL

## Thank YOU!

My year end wrap up to say THANK YOU for supporting me on my ever evolving 3d art journey. It's been quite a ride, so enjoy!



## FROM RUSSIA TO INDIA, CANADA TO THAILAND....

it's been a whirlwind of a year: traveling around the globe and experiencing some amazing times with friends old and new - all in the name of art! To cap it all off our end of year project found us sending wintry wishes to HK.

Team 3d has been all over the globe this year! We've traveled far and wide, bringing inspiration and enjoyment to fans of this art form, while having a bit of fun ourselves.

I am blessed with having Sharyn, Julio, Jon, Michael and my management team - Justin, Gail & Gordon - behind me and along for the ride. Thank you team for making the adventure fun & unique!

Some awards this year included a Cannes Gold Lion - Best Art Direction for the Honda CRV commercial I participated on. That was a big honor for the entire team. I was also awarded the MahaNayak Uttam Kumar award for Best Artist at Durga Puja in Kolkata this year. My own Kolkata style Oscar award! A true honor

& of course I owe much to Sayak & Partha Dasgupta for bringing me aboard.

Awards aside, the people we met this year have been amazing. Our first time in Siberia proved to be a high point and India always welcomes me with open arms. It's the fans of street painting that inspire me - your support and enthusiasm help keep us going as we continue our journey of making the world a little lighter and brighter through art.

So enjoy my review of some of the highlights that stood out for us this past year.

Cheers!  
Tracy



### Icey Steps

The demo painting I created for TEDx Foggy Bottom. Attendees were also treated to my 4D Augmented Reality demo.



# TALL BLDGS



## Wilsonart 3d Installation

Part chalk, part print, part props, this installation for Wilsonart at the KBIS Show in Las Vegas showcased the manufacturers revolutionary new surface products while providing a fun way for participants to get into the act.

We love Las Vegas!

King Kong takes Lake Worth! Being back at the Lake Worth Street Painting Festival in 2014 was a blast! Thanks Alex & Sharyn!

While in India I had a terrific time participating in the Konnagar 'Sit & Draw' event hosted by my friends at the Pancharathi collective. See mural below.





# 2014



Team 3D at it again! Grand Canyon in SoCal

## CANYON COUNTRY

Arizona Tourism -  
Grand Canyon project

Santa Monica Promenade  
Los Angeles

## FUTURE CITY

Multi-surface  
installation for  
Wilsonart surfaces.

Las Vegas

## KING KONG

Climbing up the Empire  
State building, Kong  
made his appearance at  
the Lake Worth Street  
Painting Festival.

Florida



## Cameras rolling!

Jetting off to beautiful Zurich, Sharyn and I had the opportunity to work with some amazing folks from London on an in house video promotion for PwC / Strategy&. Paint, makeup and lights meant we got to actually play the stars of this advert!



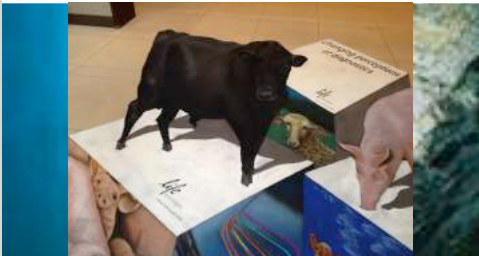
## Usually the camera is pointed at the art - this time it was pointed at us!

Lots of corporate projects this year - from buildings to animals, we covered a lot of ground in 3d. We even had our 15 minutes in front of the camera in some cases: Sharyn and I were on screen in Zurich, Switzerland and I was on screen with Hershey's Kit Kat.

One of the best things about traveling with projects is eating food from around the world. Sharyn and I experienced one of the world's oldest vegetarian restaurants in Zurich, called Hiltl. Definitely worth the visit - the food was amazing and the restaurant itself was

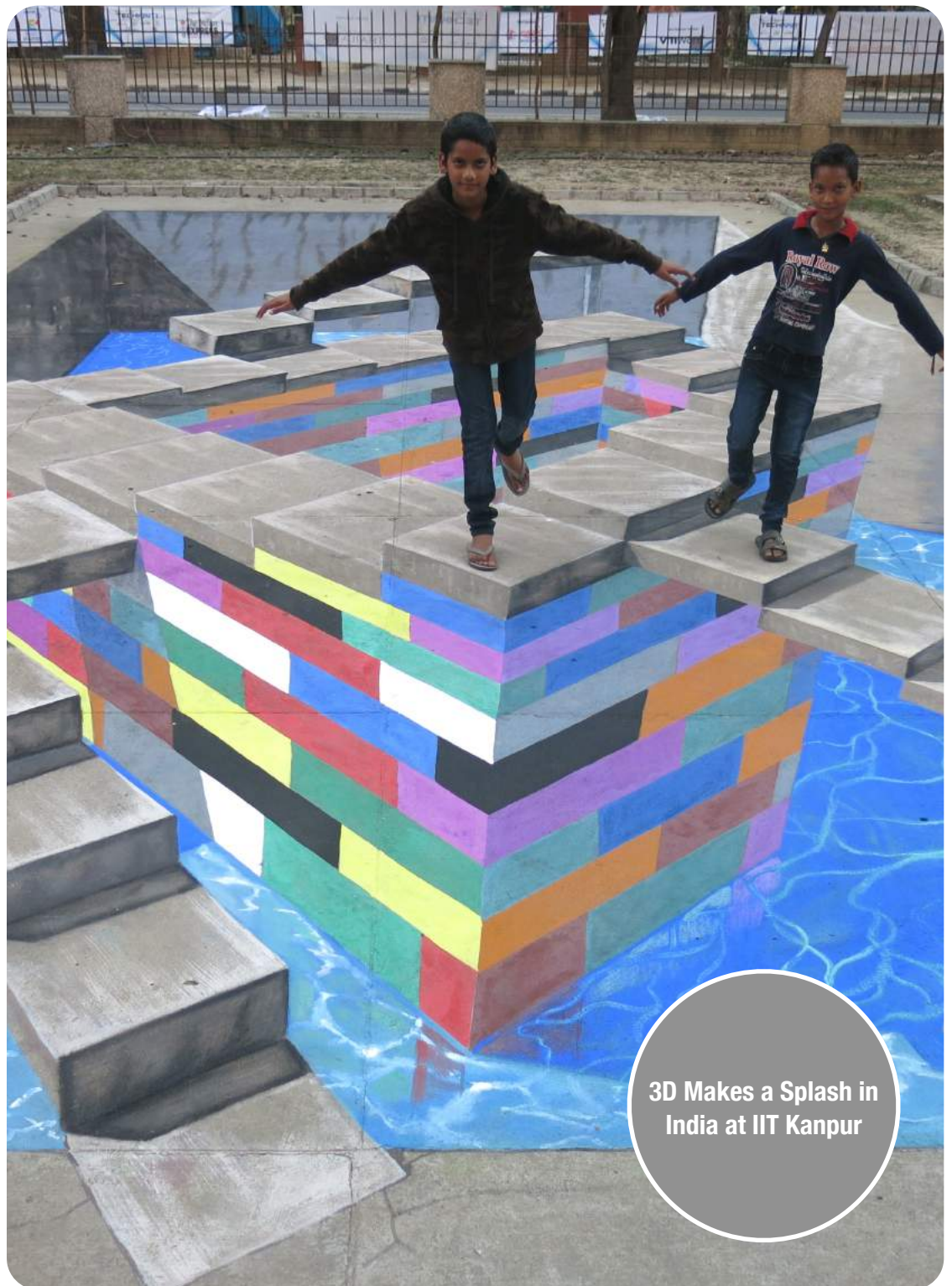
gorgeous. Thanks to pal Mark Lullman for hosting us while there!

who says street artists can't act?

LIFE TECHNOLOGIES	AMERISOURCE	WILSONART	CREW NETWORK	HERSHEY'S
	multi-surface 3d installation for industry trade show.	Multi-surface 3d installation for industry trade show in Las Vegas.	3d painting for industry trade show in Miami.	3d street painting created live for TV commercial featured on the FX Channel.



# 2014



3D Makes a Splash in India at IIT Kanpur



## JULIO'S FIRST INDIA TRIP

My second visit to IIT Kanpur and JJ's first to India in general! Family and friends need not fear - JJ loved the cuisine and was a happy camper on campus!

## SHINGARAS ANYONE?

Julio took to the taste of India immediately. Hooked on Shingaras (Samosas) he couldn't get enough. Happily they are available everywhere!

## SPIRANTE - DELHI

On my way back to the US I made a quick stop in Delhi to whip up this fun river rafting image for Spirante Travel. Some very good Delhi friends joined me for chalking fun!





Temple of Gold 4D AR piece debuted at the Festival of Living Arts in Thailand. A big hit with fans of 3d!



## ADVERTISING



### Trade Shows and TV

Here's the Kit Kat commercial piece I whipped up for 'We Bought A Zoo' which aired on the FX Channel.

Above are some of the corporate pieces we did for a variety of trade shows in the US this year - from communications to health care to interior design - a wide variety of clients who love 3d art!



# 2014



## SIBERIA

It's been an international festival year for me and Team 3d. We had a blast drawing in Siberia at the Krasnoyarsk Asian Pacific Music Festival.

## BANGKOK

First time in Thailand JJ and I threw down a mutli-surface 4d installation featuring a glowing skull and lost treasure. We couldn't get enough of the amazing Thai food!

## CANADA

Second times a charm they say and it was for me! I love going to Victoria BC to draw. This year I collaborated with local First Nation artist Jamin Zubowski!



**Dobreutro!**

**Ministry of Culture, Krasnoyarsk  
Region 4th International Asia Pacific  
Music Festival**

**Singing Dragon, 9.5m x 13m**

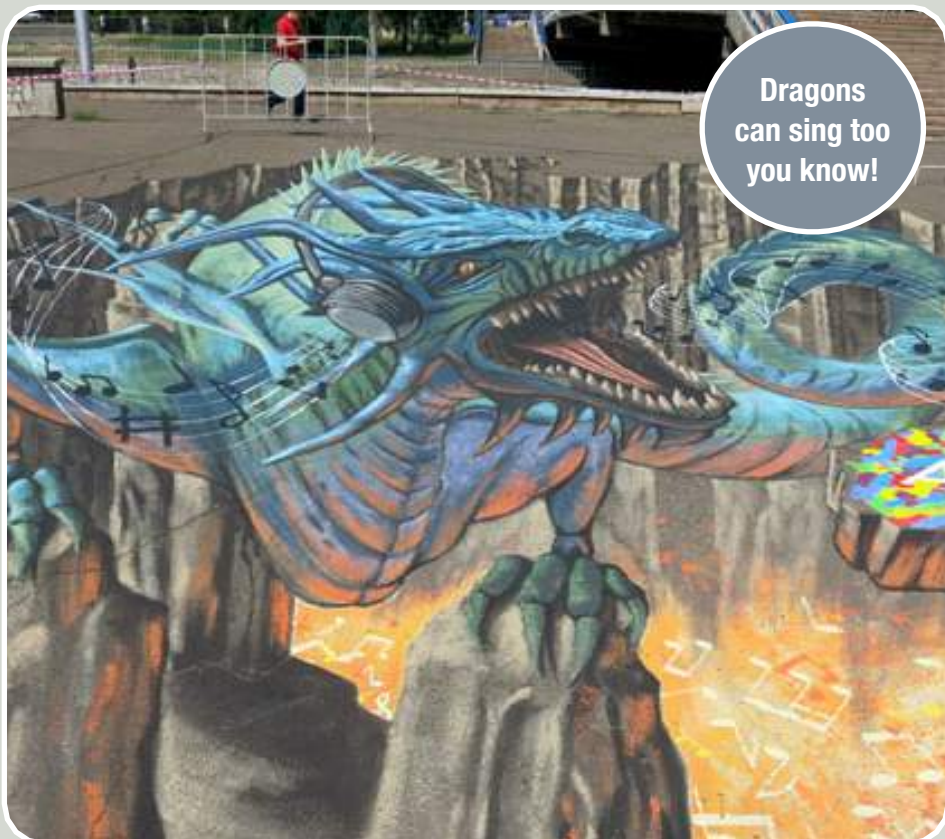
**Museum Center - Krasnoyarsk,  
Russia**

We were thrilled and honored to set loose our Singing Dragon (complete with a cool set of headphones to help balance all those hot embers) at the [4th Karasnoyarsk International Asia Pacific Music Festival](#). We joined with an inspiring international group of artists and performers to celebrate the enormous potential of music with our version of the mythical capacity of dragons. Long revered as an iconic symbol of

power and magic in Asian cultures, Dragons are captors of awe wherever they present themselves.

Sharyn, Sayak and I had the pleasure of working with lots of local volunteer artists and students who were interested in learning about 3d street painting. Over the course of 5 days we were able to share some of our knowledge with them which proved to be rewarding for everyone involved. Hope we see more 3d in Siberia in the future.

Special thanks to Masha at the Krasnoyarsk Museum & Vladimir, our über talented translator, for making our stay so memorable. We hope to return again someday 'cause we love Krasnoyarsk!



# SIBERIA



## Krasnoyarsk Rocks!

Not only did we have a GREAT time in Siberia but we made friends to last a life time. Thanks to Masha, Vladimir, Ludmilla and the entire team behind the Asia Pacific Music Festival. You guys were awesome hosts and we couldn't have enjoyed ourselves more. Definitely part of our extended art family, we hope to see you all again soon!





## Uttam Kumar painting wins prestigious MahaNayak Award for Best Artist at DPF

Creating a first in Kolkata, the Vivekananda Park Athletic Club decided to take a chance this year by introducing 3d street painting to the citizens of West Bengal at Durga Puja 2014. Honored to have been invited, this was the first Hindu religious festival I have participated in as a visiting artist. 'Becoming Tilottama' (which means becoming Kolkata in Bengali) was the theme of the pandal, which is a large 'art' installation showcasing the goddess Durga & her administrators. Durga Puja has been

a big event in India for decades, with millions of visitors arriving from all over India and around the globe to participate in the week of festivities. Over the years, modern art approaches have steadily been making headway in the designers' presentations of the goddess for the public and new manners of presenting artistic ideas are now welcomed. Enter 3d street painting and you've got something very new for this festival. Thanks to Partha Dasgupta and Sayak Mitra for inviting me to join in this year!

18 Degrees  
Youth Festival  
(top right)



GODDESS DURGA	DP FESTIVAL	WEST BENGAL
Means the 'inaccessible' or 'the invincible.'	Is a 4 day long celebration of Goddess Durga, dating back centuries.	Millions of people converge on Kolkata annually for this festival.



# GET ON BOARD



## From Atlantic City to Vancouver to Hong Kong

Themes went from gaming boards in gaming facilities, to corporate birthday celebrations to Wintery Wonderlands, this one seen at the Bank of East Asia's main branches in Hong Kong and Macau.

## 18 Degrees Youth Cultural Festival

After my time at Durga Puja, I traveled up to lovely Shillong, in the state of Assam, India. Dubbed the 'Scotland of India' it's a hill station with misty mornings and tall trees to lull you into a state of blissful peace.

The festival was celebrating it's second year and had terrific offerings for youth of the area - mostly focused on live music, workshops and youth cultural demonstrations. Acrobats from Poland & Russia, musicians from the UK, and street painting from the US all added up to one dynamic event that provided all sorts of inspirational fodder for the youth of the NorthEast India. Students loved my Star Wars themed demo painting - special thanks to my awesome team of local artist assistants: Carine, Caspar and Wanphai!

## Monopoly in AC

Team 3D artists Sharyn and Julio hopped over to Atlantic City, NJ to throw down a Caesar's Palace style Monopoly board for their fall promotion. Created inside the casino for viewers to interact with, the game was not your ordinary Monopoly board. It depicted Roman

icons from antiquity, including Augustus and Julius as icon pieces. Winged Victory anyone?

## Ernst & Young Canada Celebrates 150th birthday!

JJ and I traveled over to Vancouver to help EY celebrate 150! That's a pretty decent milestone for a financial firm so they decided to party in style. We drew an image for them representing how 150 of business in Canada looks from street level! Bridging the past to the present and future, our painting invited viewers to recognize EY's significant contribution to Canadian business culture.

## 'Frozen' Winter hits Hong Kong

The Bank of East Asia, one of the largest banking entities in Asia, commissioned my team and I to create a unique 'Winter Wonderland' chalk mural for the holiday decoration at their main banking branches in Hong Kong and Macau. Complete with ice cliffs, snowy mountains and Santa, the mural invited visitors to snap photos on the ice bridge in 3d as a holiday memento. Loving the work so much, they commissioned a second installation for 2015 Chinese New Year, complete with an animated overlay for visitors to enjoy. You'll see those photos & video in my 2015 review!



3D wintery mural with animation!



**...so that's our quick tour around some of my street painting adventures of 2014. Lots of new friends, new places, & new experiences that affirm my belief in the power of ART!**

### **Some exciting news to launch 2015!**

#### **My first ever Master Class Workshop Program scheduled for May 2015**

That's right! If you love street painting and want to learn the in's and out's of 3D, consider checking out my Master Class program which will be inaugurated in lovely, beachy Ventura, California, this May. I'll be covering the basics of 3d as well as more advanced theory behind how it all works. If you've ever felt that you can't quite get a handle of some of the nuances of the art form, now is your chance to jump into the deep end and get the fundamentals under your belt. Skills that will last a lifetime, I plan on making this a fun and exciting experience for all who attend. Details are coming soon on registration, but I do need your help in tailoring the program to fit your needs. Check out my intro video on my website for more info:

[www.tracyleestum.com](http://www.tracyleestum.com)

### **More 2015 Updates**

**Super Bowl 49** - Latest news, my team and I have just completed 2 interactive installations for this iconic event in the US - think World Cup for America! Check out my website for photos and blog article about the experience. It was truly amazing!

#### **US Consulate Tour of Thailand**

I'll be traveling to Bangkok, Chiang Mai and other cities around the country this September to support a cultural arts initiative, teaching 3d street painting to university / college level students in that country. Excited to see more of lovely Thailand, I'm honored to serve again as cultural arts ambassador for the USA.

**Chalk Art Book** - I am pleased to announce that I have been contracted to author a new book this year on chalk art and it's various forms, by Quarto Publishing out of the UK. From street painting to chalkboard art to pastel artists, I'll be including artists from around the world. Looking forward to getting back to writing and sharing my knowledge with anyone and everyone interested in all things chalk!



**Thanks for reading!**

**Au revoir, adios, durga durga, paka paka, etc. for now. Keep following the art adventures of my team and I on these platforms for more updates:**

Facebook - Tracy Lee Stum  
Twitter - @tracyleestum  
Instagram - tracyleestum  
Pinterest - Tracy Lee Stum  
Flickr - tlsart  
YouTube - tracystreetpainter

**I couldn't do this without the help of my awesome teams & supporters - festival directors, clients and most of all, my fans!**

#### **Team 3D**

- Sharyn Chan Namnath
- Julio Cesare Jimenez
- John Nelson
- Mira Reverente
- Michael Moore

#### **Team Tracy**

- Justin & Gail at In Stride Entertainment
- Gordon at Elbow Room Marketing
- Elisa Rohner at Rohner Design

**ART-FULL 2014**

[www.tracyleestum.com](http://www.tracyleestum.com)