

Press Release
For Immediate Release

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Editorial Contact: Louise Hunt
T: +27 31 568 1700 E: hunt_pr@telkomsa.net C: +27 83 708 6078

Life's a Jam with Avis **Show-stopping "Traffic Jam" by Richard Scott at Avis** **Stand at Tourism Indaba 2006**

[Durban, Saturday, 6th May 2006] It's a work of art that speaks volumes of today's modern lifestyle, and is one of the most popular installation art pieces by South African modern artist, Richard Scott. "Traffic Jam", a piece which comprises hundreds of block-like cars stacked in the shape of a jam jar, has been exhibited around South Africa, including Durban's premier art gallery, Kizo, and will now be on display as part of the Avis stand at the Tourism Indaba 2006 this weekend.

The work, which is made up of countless little red cars and a single blue car, is a signature piece for Scott, who is recognised as one of the top modern/pop artists in the country. With numerous exhibitions locally and abroad, Scott's work has become accepted into popular culture as trendy and stylishly arty, due to being infused with symbols of the current modern era.

"It's a piece that captures the public's attention. It is fascinating that in this one piece made of hundreds of little cars, one blue car stands out and is unique. And this is why the synergy between Avis and Richard Scott is amazing - this is how Avis wants their customers to feel too - not one of the crowd, but an individual," said Avis Marketing Director, Nic Griffin. Avis has a long-standing affinity for the arts, and have shown that the arts in South Africa are close to their heart through their roles as sponsor of the Cape Town Philharmonic Orchestra and supporter of various arts events.

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He explained that choosing this piece happened due to a fortunate twist of fate. “The designer of the Avis stand, Rupert Spence of Sphere Design and Architecture, also designed Kizo Art Gallery. The opening exhibitor at Kizo was Richard Scott, and it was Rupert who suggested “Scott’s top art” as the perfect centre-piece to the stand,” said Griffin.

Craig Mark and Natalie Bradfield, co-owners of Kizo Art Gallery, are thrilled by the collaborative agreement with Avis. “As a gallery and art consultancy, we are dedicated to promoting original, local art, especially as interior décor, so the request by Avis to feature this, and other works by Richard Scott is wonderful,” said Natalie Bradfield. Craig Mark added, “Our country’s artists are in dire need of support, so Avis’ vote of good confidence means a lot to us and is much appreciated.”

See Richard Scott’s work at the Avis stand, stand number ICC 199.

The Tourism Indaba runs from 6th May to 9th May.

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For further information and editorial contact: Joanne Pohl on (031) 568 1700/ 072 151 21 68
or hunt_pr2@telkomsa.net.