

Gallen.Neilly

Market Positioning & Media Strategies
1981 North Broadway, Suite 400, Walnut Creek, CA 94596
Tim Gallen . Andrew Neilly

Contact:
Dane Hooks
Gallen.Neilly
(925) 930-9848
Dane@Gallen.com

Pixar Artists To Reveal Private Art Projects On Oakland's Great Wall on October 1st

***Behind the Pixar Screen* will showcase never-before-seen video art projects using huge, building-sized projections and sound as part of Oakland's October First Friday celebration**

Oakland, CA, September 28, 2010 – This Friday night, October 1st, the Great Wall of Oakland and the Oakland Museum of California will showcase *Behind the Pixar Screen*, a curated collection of never-before-seen video art created by Pixar employees.

Emeryville-based Pixar Animation Studios has given us some of our favorite contemporary animated classics like the *Toy Story*, *Finding Nemo*, and *Up*. Many of the talented animators that work on the Pixar feature films also create side projects that almost never get shown to the public...until now!

The Great Wall judges have received over 30 submissions from Pixar employees and will select the ten films that best exemplify the talent at Pixar, then premiere them on the Great Wall. One film that typifies the selections in *Behind the Pixar Screen* is a show reel by Peter Roe, which he used to get into Pixar. It visually explains the technical aspect of animation as well as provides some beautiful images: <http://www.vimeo.com/2165451>

For more than three years, the popular Great Wall of Oakland event has been curating shows displaying various types of video art including animation, computer-generated art, live-action film, documentary-style video and other innovative forms of art from artists worldwide.

Every first Friday of the month, a series of 100-foot by 100-foot moving images are projected onto the back wall of 2201 Broadway. The Great Wall faces West Grand Avenue between Broadway and Valley Street, next door to Luka's Taproom and Lounge in Oakland's Uptown district. This rare screening is scheduled to go from 7:00-11:00pm.

The Uptown and Downtown Districts in Oakland, along with the Oakland Museum of California, are the major sponsors of the Great Wall of Oakland. <http://greatwallofoakland.org>