

For Immediate Release

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Pinciotti Design Chosen for Urban Forest Project Toledo Exhibit

TOLEDO, OHIO - February 27, 2010 - The Urban Forest Project (UFP) Toledo held its first event on January 22, 2010 to unveil 50 selected banners created by local artists and designers at Space 237, 237 N. Michigan Street, Toledo. The 50 winners were chosen from 140 submissions from across northwest Ohio and beyond.



Each banner had to use the tree to give artistic expression to the idea of the environment. Together they create a forest of thoughtful images in the urban landscape and raise awareness of sustainability and youth mentoring. Among the 50 winners was the submission by Joe Pinciotti, UlrichPinciotti Design Group, entitled Love a Tree. "The design is really simple and fresh," said Pinciotti. "I hope it serves as inspiration to young people in Toledo – after all, love conquers all!"

After the exhibit at Space 237, the banners will be hung on light poles in a series of high-traffic locations in the greater Toledo area and will be in place by April 22, the 40th anniversary of Earth Day. They will be taken down in August and turned into tote bags to be sold to raise money for the arts commission's Young Artists at Work program.

The urban forest project is presented by AIGI Toledo, the professional association for design, and is funded by the city's 1% for Art Program, which is administered by the Arts Commission of Greater Toledo. New York, Baltimore, and Denver have all had versions of the project. San Francisco, Albuquerque, and Washington will present theirs at the same time as Toledo's. The project's winning entries were selected by three judges, two of whom were in New York and the other in Vancouver.

For more information about The Urban Forest Project Toledo visit www.ufp-toledo.com. To learn more about UlrichPinciotti Design Group check out their website at www.updesigngroup.com.

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