



FOR IMMEDIATE RELEASE

U.S. Cellular takes Dogwood ‘Art in Public Places Knoxville’ high-tech, user-friendly

KNOXVILLE, Tenn., (Oct. 20, 2011) – Knoxville has become the first U.S. city in which U.S. Cellular has launched Quick Response (QR) code mobile technology to enhance a public art program.

Art in Public Places Knoxville, a program of Dogwood Arts, is celebrating its fifth year with an exciting change to how Knoxville and visitors alike discover and experience the community’s outdoor art installations. Utilizing mobile technology powered by U.S. Cellular, art viewers will enjoy increased personal engagement and interaction with each piece in the exhibit by using QR codes and text messaging to access additional information on the artist and the sculpture as they view the installations.

“Art in Public Places Knoxville has been successful for several years now, and QR codes are gaining popularity; but how this technology can enhance the art viewing experience for admirers and visitors is truly dynamic,” said Lisa Duncan, Dogwood Arts executive director. “This program provides us with a unique opportunity to bring art to the public. With the technology enhancements through our partnership with U.S. Cellular, we’re thrilled to add a new level of art education for viewers to help enhance their enjoyment of the art.”

Each sculpture’s description plate will feature a QR code and text message short code. Smartphone users scan the QR code to connect to a mobile site with information about the artist and his or her work. Feature phone users can text the short code to receive a one-time text message with similar information. A guide to the Art in the Public Places Knoxville exhibit is available in the Knoxville Visitor Center and in downtown area businesses. The guide provides interactive maps and information to assist the public in locating and viewing the sculptures placed throughout downtown Knoxville and in McGhee Tyson Airport to welcome visitors.

“Knoxville is the first city in which U.S. Cellular is launching QR code mobile technology to enhance a public art program, and we find the use of this technology to support an outdoor art installation program unique and exciting,” said Tom Catani, regional vice president of U.S. Cellular. “The Art in Public Places Knoxville program allows anyone and everyone to access the art, and now with the use of wireless technology, you also can access information to learn and enjoy more about the pieces in the show. We’re bringing the information to you to enhance your experience. At U.S.

Cellular, it's always our goal to have devices and services enhance people's lives, and that's one reason we have the happiest customers in wireless."

The 2011 Art in Public Places Knoxville exhibit features works by contemporary artists from the Southeast region and across the nation. The collection was selected and awarded by internationally acclaimed sculptor, John Henry, who is recognized worldwide for his large-scale public works of art exhibited since the 1960s throughout the United States, Europe and Asia.

Dogwood Arts invites the public to enjoy a tour of the exhibit, utilize the mobile technology to learn more about the artists and their work and to vote for your favorite sculpture to win the "People's Choice" award. You can vote for your favorite sculpture by accessing the program's mobile web page via the QR code technology as you tour the exhibit. Voting is available from Oct. 20-Dec. 1.

"The large-scale, outdoor art featured through Art in Public Places Knoxville is a visual testament to our community's creative culture," Duncan added. "More than 15 million residents and visitors are exposed to the exhibit annually. We're anxious – as are the artists – to find out which piece is named the public's favorite."

Dogwood Arts invites individuals interested in growing the permanent public art collection of the City of Knoxville to join a select group of donors building an escrow account for future sculpture purchases. In addition, all Art in Public Places Knoxville sculptures are available for sale. For more information, please call 865-246-4393.

Established in 2007, Art in Public Places Knoxville is a program of Dogwood Arts in partnership with the City of Knoxville Public Art Committee, Gerdau Ameristeel, the University of Tennessee School of Art and Pellissippi State Sculpture Departments. Support is provided by Tennessee Arts Commission.

#

About Dogwood Arts

The Dogwood Arts Festival is a non-profit organization that supports arts education in our schools, promotes the visual and performing arts, and preserves and enhances the beauty of our region. For more information, please visit www.dogwoodarts.com or call 865-637-4561.

About U.S. Cellular

U.S. Cellular rewards its customers with unmatched benefits and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier has a strong line-up of cutting-edge devices that are all backed by its high-speed nationwide network that has the highest call quality of any national carrier. U.S. Cellular was named a J.D. Power and Associates 2011 Customer Service Champion and received PC Magazine's 2011 Readers' Choice Award. To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

For more information, contact:

Lauren Christ
Public Relations Counsel
U.S. Cellular
Cell: 865-599-4050
lchrist@moxleycarmichael.com

Lisa Duncan
Executive Director
Dogwood Arts
Office: 865-637-4561
lduncan@dogwoodarts.com