

FOR IMMEDIATE RELEASE

LIFT Announces the Winter Munny Art Exhibit, opening 12/06/08

ROYAL OAK, Mich – November 25, 2008

About the Munny Art Exhibit

This exhibit features custom designs from over twenty toy artists and graphic designers. All are using blank Munny figures as the starting point for their creations. Participating Detroit-based artists include D-LUX and Michael Canich. Participating national artists include Lou Pimentel, Coreroc, Southerndrawl and FAS. A full list of artists is available at www.munny.net.

Both experienced and first-time artists are invited to participate in this open show. Awards are presented for creativity, quality, best youth submission, and most promising new artist.

The opening runs from 7 - 10 PM on Saturday, December 6, 2008 and the exhibit will be on display at LIFT through December 22, 2008.

About the Munny Figure

Munny (pronounced muhn-ee) is a blank Do-It-Yourself vinyl figure ready to be customized by an artist. This genre of art is sometimes referred to as "urban vinyl" and is considered part of the broader category called "designer toys". Kidrobot (www.kidrobot.com) and Tristan Eaton (CCS alum) created the Munny in 2004. Munny is sold in three sizes and seven colors.

The area's first Munny show, hosted by LIFT in November 2006, brought a taste of the designer art toy movement to metropolitan Detroit. The exhibit was viewed by over 200 attendees who overflowed onto the sidewalks outside the store at the opening.

About LIFT

LIFT is an independent boutique where customers can experience the cultural explosion in toys that started in San Francisco and NYC. Designer toys provide a 3-D canvas on which artists apply their creativity. LIFT carries toys, apparel and media from brands such as Kidrobot, Upper Playground, San-X, Uglydoll, and Blackspot. LIFT also features a dedicated art gallery area.

LIFT is owned by local entrepreneur Kent Alverson. Originally a small shop on 11 Mile Road, the business expanded to its existing 1500-square-foot location in March 2008.

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