



"Freedom" by Dale Zheutlin.

"Community" by Dale Zheutlin.

**PRESS RELEASE
For Immediate Release
Beautiful Banners
Grace NRPL Lobby Atrium**

February 21, 2011

Artist Dale Zheutlin's inspirational work selected; reception scheduled for March 23rd at 6:30 pm
Last fall the New Rochelle Public library's lobby was revitalized with new carpeting, a fresh coat of paint and updated lighting for both the lobby and the adjacent community room, all funded by the New Rochelle Public Library Foundation. Adding a finishing touch to the lobby "refresh" this month, colorful fabric banners have been installed in the lobby's atrium, the result of a competition sponsored by the NRPLF and the New Rochelle Council on the Arts.

The winning designs were submitted by artist Dale Zheutlin, and the fabric banners created from her designs were installed last week. The banners will be officially unveiled at a reception at the New Rochelle Public Library on March 23rd at 6:30 pm, at which Ms. Zheutlin will receive a cash prize provided by the New Rochelle Council on the Arts and the New Rochelle Public Library Foundation.. There will also be cash gifts to artists Theresa Beyer, Cristina Cerone, and Lisa Post, whose submissions will be printed on bookmarks that will be available at the New Rochelle Public Library's front desk. The reception is free and open to the public.

The winning banner design consists of three double-sided fabric banners, with six different "faces"; Ms. Zheutlin's submissions "Freedom" and "Community", each consisting of three panels, were selected by the committee for their beauty and inspirational messages. Each of Ms. Zheutlin's banners bears one of three different messages: "A library is a place to exchange ideas", "A library is a gathering place for seekers of knowledge" and "A library is a window on the world."

"I am delighted that the banners were chosen to enhance the library experience," says Zheutlin. "These banners explore how art, design, and craftsmanship intersect in the visual arts. My paintings' transformation -- from paint on paper, to a digital image, to a site-specific installation -- celebrates the limitless potential of materials and techniques."

Zheutlin says that libraries have become "so much more than a collection of books, but more a multi-faceted portal to human expression and knowledge. These feelings helped me create the three statements incorporated on the banners. They reflect my deep respect for the power of knowledge and for a place where everyone has access to that knowledge. Libraries are truly windows on the world."

"We were very struck by the painterly quality of Dale's submissions," observed Judith Weber, President of the New Rochelle Council on the Arts. "And, in the end, I think that in addition to accessorizing the lobby's décor we have really created an art installation."

Tom Geoffino, Director of the New Rochelle Public Library, agrees. "The messages on the banner are inspiring. Dale Zheutlin clearly understands the importance of public libraries and we are excited to have her work become part of the lobby's new look."

The selection committee included Barbara Davis, Community Outreach Coordinator for the New Rochelle Public Library; Tom Geoffino, Director of the New Rochelle Public Library; Ivar Hyden, an artist and gallery owner who sits on both the New Rochelle Council on the Arts and the Municipal Arts Commission; Haina Just-Michael, Trustee of the New Rochelle Public Library; Theresa Kump Leghorn, Director of the Museum of Arts & Culture and Vice President of the New Rochelle Council on the Arts; Katrina Rhein, Director of the Castle Gallery at CNR and a member of the New Rochelle Council on the Arts Board; Billie Tucker, President of New Rochelle Opera Board of Directors and Treasurer of the New Rochelle Council on the Arts; and Judith Weber, a ceramic artist and developer of the Media Loft who is President of the New Rochelle Council on the Arts, and Beth Willensky, an attorney who sits on the Board of the NRCA.

Artist Dale Zheutlin is Chairman of the Visual Art Department at Mamaroneck High School, where she has taught for 20 years. Before coming to Mamaroneck she was Adjunct Professor of Ceramics at the College of New Rochelle. Dale studied architecture and painting at the Rhode Island School of Design, where she received a Bachelor of Fine Arts Degree. She subsequently received a Master of Fine Arts degree from Columbia University. Dale is also active as a site-specific artist. Her large-scale ceramics are commissioned by architects and designers, and her work appears in over 35 corporate collections. Dale's artwork has also been seen in locations ranging from the American Craft Museum in New York to the Renwick Gallery at the Smithsonian Institution to the International Ceramics Museum in Faenza, Italy.

The New Rochelle Public Library Foundation, a volunteer fundraising and advocacy organization, undertakes varied activities to ensure the future well being of the library and provides support for initiatives that enhance opportunities for learning, exploration and public discourse. For more information about the Foundation contact 632-7878, ext. 1600 or email NRPLF@yahoo.com.

The New Rochelle Council on the Arts was created by the New Rochelle City Council in 1975 to stimulate and encourage the study and presentation of the performing and fine arts and the public's interest and participation therein. NRCA has worked to fulfill that mission by sponsoring art exhibitions, theatrical productions, dance recitals, film screenings, lectures, and concert series. In addition, NRCA has facilitated collaboration among arts organizations, sponsored public art, and helped build relationships between the arts, the business community and city government with events like Arts Fest and the upcoming Sound Shore Shakespeare Festival. For more information visit NRCA on the web at www.newrochellearts.org.