

**APRIL 8, 2013
FOR IMMEDIATE RELEASE**

PICA + PINO + PATTERN PEOPLE PRESENT LIMITED EDITION TADA BOWTIES

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PICA + PINO + Pattern People Bow Ties

Digitally-printed silk broadcloth. CMYK four-button closure. Edition of 100, individually numbered. Hand-made in Portland, Oregon.

Cost: \$100 (\$50 of every sale goes directly to PICA's programs)

For purchase: <http://bit.ly/PICAbowties>

TADA! The Annual Gala

When: April 20, 2013, 6pm

Where: Sandbox Studio, 420 NE 9th Avenue, Portland, Oregon

Tickets: \$200

Details: <http://pica.org/event/tada-6/>

PICA

Each year, the Portland Institute for Contemporary Art throws a suit-and-tie-and-cocktail-dress art party known as TADA!, a raucous gala fundraiser in support of contemporary art in Portland. TADA! has a reputation as one of the most stylish and fun benefits in town, so to up the sartorial ante in 2013, PICA approached Crispin Argento of PINO to craft a limited-edition bowtie for the event with designers Claudia Brown and Jessie Whipple Vickery of Pattern People. PICA is pleased to present the very alliterative PICA + PINO + Pattern People bowtie, with half of every sale contributing directly to PICA's programs.

The ties feature a bold, optical pattern on luxurious silk broadcloth. It's the perfect pop of modish flair for a dapper gent or fashionable woman. Designers Brown and Vickery of Pattern People explain that in their process, "We approached this pattern as a collaborative process with Crispin (of PINO) and Elise (of PICA). We all agreed on a print that would be bold and geometric, so as pattern designers, we wanted to balance the print with the smallness and delicateness that is the bow tie. It's such a traditional piece of formal wear, and it was fun to design something very contemporary for it."

"I specifically wanted to support PICA in this way because I believe that fashion is performance art," says PINO's Argento. "Yet, as clothing has become increasingly casual and commoditized, we have lost the medium as an art form. Culturally we are so afraid of judgment, of standing out, of being different, but PICA serves as a vehicle for self-expression."

“This is an updated, contemporary take on a traditional attire,” explains Argento, “When you wear this bow tie with a suit or tuxedo, it stands out and is true theater and performance through apparel.”

With their sharp style, sustainable ethics, and philanthropic aim, these special edition bow ties represent a great partnership between art and design in a city known for both. “We are excited to be involved in supporting PICA, as we feel it is the single most important institution for the artistic and cultural life of Portland,” remark Pattern People’s Brown and Vickery. The ties are available online at pica.org, and every sale will help PICA to continue presenting groundbreaking contemporary visual and performing artists.

About PINO

PINO is advancing the art of American handmade clothing, designed locally, made locally. PINO was launched in 2011 as an experiment to better understand the challenges of designing and producing high quality apparel, building a brand, and surviving in Portland. Founder and owner Crispin Argento hopes to use this experience to assist and propel other local designers to build their brands and go to market. His goal is to help position Portland as a leader for high quality, American-made sustainable apparel. pinoportland.com

About Pattern People

Pattern People is a Portland, Oregon, surface design studio founded by designers Claudia Brown and Jessie Whipple Vickery who came together with a mutual appreciation of pattern and a shared vision. Collectively they bring their illustrations to all types of surfaces from fashion to interiors. Pattern People specializes in creating designs using paint, ink, graphite, and pixels for a range of projects and products—from wrap-around residential murals to perfume packaging for the likes of Estée Lauder, Adidas and Godiva Chocolate.

patternpeople.com

About Portland Institute for Contemporary Art (PICA)

Portland Institute for Contemporary Art acknowledges and advances new developments in contemporary art, fostering the explorations of artists and audiences. Since 1995, PICA has championed the practice of contemporary artists from around the world, driving vital conversations about the art and issues of today. PICA presents artists from visual and performance backgrounds and embraces those individuals who exist at the borders of genres and ideas. Through artist residencies and exhibitions, lectures and workshops, and the annual Time-Based Art Festival, PICA constructs a broad platform for contemporary art.

The logo for PICA, consisting of the letters 'PICA' in a bold, black, sans-serif font. The letters are positioned above a thick, horizontal yellow bar that extends to the left of the 'P'.