



FOR IMMEDIATE RELEASE

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~ MEDIA ADVISORY ~

SIMPSONS MURAL ARTIST CHOSEN

Former Oregon Duck to Take the Lead

Springfield, OR: Old City Artists (OCA), owned by Erik Nicolaisen, has been chosen to install the official Simpsons mural slated for the west side of the Emerald Arts Building in downtown Springfield. OCA was chosen after a search that saw proposals from all over the country vying for a chance to be part of the project.

With offices in Portland and Studio City California, OCA is well known in the industry through their work with Nike, Mazda, Disney, Madison Square Garden and other highly recognizable brands – *see updated attachments*. The city search committee - with input from Matt Groening, chose OCA after reviewing eight proposals.

“We received eight fantastic proposals, from great artists, but Old City Artists experience working with well-known brands, their skill at quickly reproducing recognizable imagery was unmatched and their references were impeccable,” said City Spokesperson Niel Laudati.

The mural is scheduled to be installed by early September.

Old City Artists is owned and founded by Erik Nicolaisen. Erik grew up in Portland, holds a Bachelor of Fine Arts degree from the University of Oregon and played at Autzen Stadium as an Oregon Duck from 1998-2000. More at: http://oldcityartists.com/Old_City_Artists.html

Background:

The City of Springfield and 20th Century Fox are partnering to bring the first family of television to Downtown Springfield with a mural on the Emerald Arts Building on Main Street. The Simpsons, currently the longest running scripted show on television (25 years) were created by Oregonian Matt Groening in 1989. The Simpsons live in the fictional town of Springfield – given Groening’s Oregon roots, the location is often associated with Springfield, Oregon.

Adding to a diverse collection of downtown murals, this new piece will be modeled after an original work of art created specifically for Springfield, Oregon and provided to the city by Matt Groening.

About the Simpsons: Created by Matt Groening, THE SIMPSONS is the longest-running scripted show in TV history. Since premiering in December 1989, the series has become a cultural phenomenon, recognizable throughout the world. The show was named the "Best Show of the 20th Century" by *Time Magazine* and "Greatest American Sitcom" by Entertainment Weekly. Winner of 28 Emmys, its theatrical short, "The Longest Daycare," was nominated for a 2012 Oscar.

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