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Orange Show and IKEA Houston Bring Special Art Installation to 24th Annual Art Car Parade

Installation to feature 24 KLIPPAN creations designed by local artists and volunteers

Houston, Texas (April 20, 2011) For more than two decades, the Houston Art Car Parade has continued to attract spectators with its quirky fleet of awe-inspiring motorized contraptions. In honor of the 24th parade on May 22, IKEA Houston will present a special art installation in Sam Houston Park celebrating more than two decades of entertaining the masses and promoting the drive to create. The celebratory installation will feature 24 one-of-a-kind KLIPPAN sofas, designed and constructed by local artists and volunteers.

"IKEA is all about self-expression, so we wanted to find a fun way to participate in this eclectic Houston event," said Kim Castillo, Marketing Manager for IKEA Houston. "While supporting the projects of Orange Show Center for Visionary Arts, the KLIPPAN installation also allows artists to have their work displayed in front of more than 250,000 parade-goers, which is a really great opportunity."

With a call for entries in March, IKEA Houston recruited 24 local artists – including several of Houston's famed Art Car artists - and volunteers to create their own masterpiece using the store's signature KLIPPAN sofa. Participants will transform these pieces using a wide-range of materials, including everything from traditional acrylic paint, to sand and glass beads. Following the parade, the works will be auctioned off with proceeds benefiting the Orange Show.

"We are so pleased to have a hands-on, creative partner like IKEA on board for the 2011 event," said Elaine Dillard, Development Director for Orange Show Center for Visionary Art. "We think the art installation will make a wonderful addition to this year's parade and are really looking forward to seeing the finished products."

Artists will work on their creations throughout the month of May. The public is invited to visit IKEA Houston on May 7 from 12pm-4pm for the chance to assist some of the participating artists with the application phase of the project. The sofas will be on display at the Sneak Peek event at Discovery Green on May 21 as well as during parade day.

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IKEA Houston

IKEA Houston is located on I-10 near Antoine. The 300,000-square-foot IKEA Houston store originally opened in November 1992 and employs approximately 300 coworkers. In addition to 10,000 exclusively designed items, IKEA Houston showcases 54 room-settings, 18 kitchens, three complete home interiors under 500 square feet, a supervised children's play area, and a 350-seat restaurant serving Swedish specialties such as meatballs with lingonberries and salmon plates, as well as American dishes. Other family-friendly features include a Children's IKEA area in the Showroom, baby care rooms, preferred parking and play areas throughout the store. Visit www.IKEAHouston.com.