



Greater Palm Springs Pride® Partners with Palm Springs Artist, Nat Reed, on 2015 Campaign

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May 19, 2015, Palm Springs, CA – Greater Palm Springs Pride® unveiled artwork today created by renowned, mid-century modern artist, Nat Reed as the cornerstone of the 2015 marketing campaign for Palm Spring Pride Festival and Parade scheduled to take place November 6-8, 2015 in downtown Palm Springs.

“We wanted to take our marketing to an all new level,” stated Ron deHarte, President, Greater Palm Springs Pride®. “There are six major Southern California Pride Festivals and we wanted a brand and a compelling image that was iconic, very Palm Springs-centric and that would really stand out,” said deHarte.

“We loved what Nat came up with,” said deHarte. “We believe the public will love it as well.”

Smiling, deHarte continued, “We would like to work with an artist every year to create an image for the Pride Festival because we’re already part of the art community – and we think the creative approach is fun and inspired.”

“Nat’s work not only represents the LGBT community’s biggest annual event,” said deHarte, “we believe it will appeal to the entire Coachella valley community as well.”

Reed, whose gallery is located at 333 N. Palm Canyon Drive, was also excited at the opportunity, enthusiastically agreed to the project. “When Palm Springs Pride approached me I thought it was a great idea. I love Palm Springs and believe creating something that was inspired by me as a resident artist was a great opportunity to showcase art and, of course, it’s a great event.”

Reed's style is referred to as “Retro Modern” according to Joshua Ryan, Marketing Director for Palm Springs Pride, who pitched the idea to Reed and secured his involvement.

"Nat's work is inspired by a midcentury modern aesthetic. His work is eclectic, Americana-inspired, even a bit kitschy in the best possible way. Nat really hit it out of the park," concluded Ryan.

The poster is colorful, whimsical, and incorporates the most iconic sites of Palms Springs from the Tram to Windmills to Pool Parties. The art will be used to promote Palm Springs Pride in approximately 20 magazines from local publications to magazines in Toronto, Los Angeles, Seattle, Munich and London. Additionally, the art will be used on dozens of websites, as well as promotional fliers, internet graphics and on Palm Springs Pride emblematic merchandise to help market and promote the event.

"Great art is great, but this art also has a job to do and that is to inspire, attract and reach our guests and get them to return to Palm Springs Pride this November," concluded Ryan. Over 140,000 guests are expected to attend Palm Springs Pride events in 2015. The Greater Palm Springs Pride Festival and Parade is the only free major Pride Festival in Southern California.

Ben Britten, a Long Beach-based graphics artist, also has agreed to volunteer his time to Palm Springs Pride and will be responsible for taking Reed's art and applying to a variety of mediums including the Pride website, collateral materials and more.

"We need the talents of someone who can adapt Nat's art to various purposes," said Ryan. "Ben will be essential in helping us produce the range of materials we'll need for our media partners and to get the Palm Springs Pride brand out into the wider community."

"We are especially grateful that Ben and Nat have volunteered their time and donated their graphic design and art talents to Palm Springs Pride," Ryan added.

In keeping with the spirit of a "free event", both Britten and Reed donated their skills to Palm Springs Pride. Limited series, lithographs will be made and signed by Reed and sold in his gallery in the months ahead. The limited series lithographs will be used as a fundraiser for Greater Palm Springs Pride® which is a non-profit, 501 c3 organization.

"Without Nat's generous donation we could not have moved this program forward," said deHarte. "And, we are hopeful that when the limited series lithographs go on sale that the public will purchase them and help raise monies to keep Palm Springs Pride free for years to come."

About Greater Palm Springs Pride

Greater Palm Springs Pride (pspride.org) is a 501 (c)(3) non-profit community enhancement organization founded to promote the public education and awareness of individual rights and civil liberties of the lesbian, gay, bisexual and transgender community. Established in 1986, the organization continues to serve as a catalyst for celebrating the strength, equality, dignity and self-determination of the LGBT community locally and globally.

For more information about Greater Palm Springs Pride, visit www.pspride.org. Follow us on Facebook at www.facebook.com/palmsprings.pride. The 2015 Palm Springs Pride Celebration is scheduled for November 6-8.

Greater Palm Spring Pride also seeks volunteers for a variety of positions including roles with the Festival and Parade. Those interested in volunteering should contact the manager or director for the area they are interested in at: <http://pspride.org/volunteer>.

Greater Palm Springs Pride is also seeking entertainers, sponsors and exhibitors. For more information on the Festival and Parade, please visit: www.PSPride.Org.

About Artist Nat Reed

Nat Reed is a Los Angeles artist recognized internationally for his unique interpretations of the "Familiar Modern". Reed began showing the current body of work in galleries in 2009 introduced with the show Tikirama. He later opened the solo exhibition "Torodoodle" at MModern Gallery in Palm Springs. Reed was chosen to create a large-scale wall mural for the Peterson Automotive Museum's Fantasies in Fiberglass exhibition in 2010. His artwork quickly became a favorite for collectors and fans of mid-mod inspired art and design. He has also shown at Mod Miami, LA Modernism, Palm Springs Modernism, The Hukilau and Mondo Lounge in Las Vegas. Reed has been a featured artist in the Los Angeles Times, California Modern Magazine and the Australian "kustom kulture" magazine, Deadbeat. His most current show Post-Fabricated, Re-imagining the already" was a highlight of Modernism Week in Palm Springs and gave collectors the opportunity to experience the dramatic arc of visual and conceptual development the artist has rapidly accrued to this work.

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