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★ FRONTIER ART GAME SHOW SHOT... THEN RELEASED ON DVD

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WHAT HAPPENS WHEN 20 ARTISTS GET TOGETHER TO MAKE A GAME SHOW?

Start with Chlorine, a host that could be Chuck Barris' twin sister. Then, set the show on the frontier (a play on the avant-garde), and mix in paintball guns, a rock-climbing gallery wall, and full-contact one-on-one action painting, and you'll begin to understand why artists have more fun.

ART SHOW DOWN is a frontier-themed art game show shot in front of a live studio audience. This wacky DVD includes all seven zany episodes culminating in the Ultimate Artist Challenge in which one contestant remains standing after defeating the herd of talented challengers. Episode #1 can be viewed for absolutely free on our website.

ART SHOW DOWN was produced by Roland Smart and Jeff Warmouth, both of whom have worked as artists and curators. They assembled a team of more than 20 artists to create a high-brow meets low-brow critique of game show culture. The show exploits the best (and the worst!) of the game show genre through the lens of the arts.

ART SHOW DOWN is full of arts trivia, challenges, and opportunities to connect with a fine arts tradition whose trail may have gone cold. It's a great way to introduce kids of all ages to the arts, and is the most entertaining way to polish up your art-smarts!

The DVD contains all seven 30 minute episodes in the pilot series. The bonus features include a selection of images from the making of the show, Brendon Wood's theme music, and a set of mock commercials. MSRP is \$20, and is currently available online at WWW.ARTSHOWDOWN.TV and distributed by Microcinema DVD WWW.MICROCINEMADVD.COM.

Distribution is available now.

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THE ONLY GAME SHOW
WORTH SHOOTING

