



Burton Morris **Coke 100**

PRESS RELEASE

Pop Artist Burton Morris to present his 100 Coca-Cola Bottle Art Installation to celebrate 100 years of the iconic Coke Bottle in New York City


NEW YORK, NY, October 20, 2015 – Pop artist Burton Morris is one of the most recognizable names in the world of pop culture. His iconic artworks have graced galleries and museums worldwide. From signature artworks for the Academy Awards, The Summer Olympic Games, FIFA World Cup Soccer to The United Nations and The White House, Burton's signature energetic pop art style has been ingrained in our culture for over the last 25 years.

His most recent series of 100 unique Coca-Cola inspired paintings, in honor of the 100 year celebration of the Iconic Coca-Cola bottle, will debut at the Soho Contemporary Art gallery in New York City.

Homage to Warhol

"In homage to the late Pop Artist Andy Warhol" Burton states, "who 30 years ago debuted his classic series of 100 Campbell's Soup Box paintings, I too was inspired by a different brand cemented in pop culture. Coca-Cola is one of the staples of our time. To me it represents family dinners, nights out with friends, and classic Americana. In this series of 100 artworks, I challenged myself by experimenting outside of my typical clean line style, working with spray paint, screen printing and acrylic paint. This resulted in 100

different mixed media paintings on canvas, highlighting the classic Coca-Cola colors of red, silver, black and white. I stylized the classic Coca-Cola bottle along with my signature energy shards, and highlighted the bottle in a unique way on each canvas” says Morris.



“I have never been more excited about a series of paintings than these Coca-Cola bottles created by Burton Morris. We have been selling artwork by Andy Warhol, Roy Lichtenstein, Jean-Michel Basquiat and Keith Haring for over 30 years. I feel fortunate to see Burton Morris work evolve to the stature of these great artists”, states Rick Rounick, owner of Soho Contemporary Art.

The exhibition will continue through December 2015.

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About Burton Morris

Burton Morris is a painter best known for his bold, graphic pop art depictions of various icons. His subject matter includes everyday objects that portray today’s popular culture. His distinctive style is characterized by radiant black outlines and vivid colors that emit energy in all of his artwork.

The Artist was born in Pittsburgh, Pennsylvania in 1964. He earned his bachelor of fine arts degree at Carnegie Mellon University in 1986. After graduation, Burton started a career as an art director in

advertising. He established the Burton Morris Studios in 1990. That year he began making his small post-pop icons into large-scale paintings. He would choose one subject per composition to create what he calls “an instant happening” for the viewer. He used his background in commercial advertising to blur the lines between high and low art.

In 1992, Absolut Vodka selected his artwork to represent Pennsylvania for its prestigious Absolut Statehood campaign. During that same year, his paintings began to hang on the hit NBC television sitcom Friends, which continued to showcase his artwork for over ten seasons. Morris’ work burst onto the American stage and was given worldwide exposure in 2004 when he produced the signature image for the 76th Annual Academy Awards. The artwork enlivened the façade of the Kodak Theater in Hollywood, CA and was seen internationally by over one billion viewers. The Artist also has produced signature artwork for FIFA World Cup Soccer, The United Nations, the 38th Montreux Jazz Festival, and Major League Baseball’s 2006 All-Star Game to name a few.

Original artworks have been commissioned for corporations and institutions such as H.J. Heinz, Absolut Vodka, Chanel Corporation, Warner Brothers, Perrier, AT&T, Kellogg’s Corporation and the U.S. State Department. In addition, his artwork has helped to raise millions of dollars for charities globally.

Morris’ artwork is featured in the collections of The Albright-Knox Museum, The Jimmy Carter Center, The Elysee Museum, The United Nations, The World of Coca Cola Museum and The Academy of Motion Picture Arts & Sciences.