



The Recording Academy[®]

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ARTIST LAURENCE GARTEL CREATES OFFICIAL ARTWORK FOR THE 57TH ANNUAL GRAMMY AWARDS[®]

SANTA MONICA, Calif. (Dec. 19, 2014) — The Recording Academy[®] is pleased to announce the selection of artist Laurence Gartel to create the official artwork for the **57th Annual GRAMMY Awards[®]**. The striking work features a life-sized version of the iconic GRAMMY[®] statuette wrapped in the distinctive psychedelic imagery of the artist using vinyl, glitter and prismatic materials. The piece will be used to create the official artwork for Music's Biggest Night[®] and will grace the cover of the GRAMMY Awards program book, telecast tickets, poster, and other promotional materials. The music industry's premier event will take place live on **Sunday, Feb. 8**, at STAPLES Center in Los Angeles and will be broadcast in high-definition TV and 5.1 surround sound on the [CBS Television Network](http://www.cbs.com) from **8 – 11:30 p.m. (ET/PT)**. The show also will be supported on radio worldwide via Westwood One, and covered online at [GRAMMY.com](http://www.GRAMMY.com) and [CBS.com](http://www.CBS.com), and on [YouTube](http://www.YouTube.com). For GRAMMY coverage, updates and breaking news, please visit The Recording Academy's social networks on [Twitter](http://www.Twitter.com) and [Facebook](http://www.Facebook.com).

"We are thrilled to have Laurence Gartel create our official GRAMMY Awards artwork as he brought a truly visual element to the iconic GRAMMY statuette," said Neil Portnow, President/CEO of The Recording Academy. "His work provides a fitting nod to the vibrancy of the artists, musicians, and creative professionals who we'll honor at the 57th Annual GRAMMY Awards."

Gartel has been known around the world as a pioneer of digital art. His innovative and colorful imagery has championed many notable advertising campaigns over the past 35 years. He grew up in New York City, where he was greatly influenced by the punk rock scene, working alongside musicians Stiv Bators, Sid Vicious, Wendy O. Williams and the Ramones. His groundbreaking work has been exhibited in the United States at the Museum of Modern Art, Princeton University Art Museum, and Long Beach Museum of Art, as well as internationally in the permanent collections of the Smithsonian Institution's National Museum of American History, Bibliothèque nationale de France, and Victoria and Albert Museum in London. Gartel has spent the last several years creating art cars and was the feature of the 113th Annual New York International Auto Show with his own Pavilion. To see more of the artist's work, visit www.gartelart.com.

Gartel joins a growing list of talented artists, including Shepard Fairey, Charles Fazzino, Frank Gehry, Marcus Glenn, Phil Hansen and David LaChapelle, who have all created the annual official GRAMMY artwork.

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](http://www.Twitter.com), like "The GRAMMYS" on [Facebook](http://www.Facebook.com), and join The GRAMMYS' social communities on [Google+](http://www.Google.com), [Instagram](http://www.Instagram.com), [Tumblr](http://www.Tumblr.com) and [YouTube](http://www.YouTube.com).

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