

NEWS RELEASE

World Renowned Sculptor Expands Focus to Exhibit Works in the U.S.

European rugby champion plans to score big with contemporary metal sculptures in American cities

SAN FRANCISCO, California (April 20, 2008) – Coined France’s most famous Rugby captain, Jean-Pierre Rives (www.jeanpierrerives-art.com) has also earned the title of internationally-acclaimed sculptor, whose art pieces have been showcased around the world, including the prestigious Jardin du Luxembourg in Paris. After decades of selling to companies and locations predominantly throughout Europe, Rives has announced he will now focus his efforts on exhibiting his sculptures in the United States.

After achieving international fame for captaining France in 34 rugby games in the late 70s and early 80s, the blond-haired Rives (nicknamed Casque d’or / the “Golden Helmet”) kicked off a new adventure: bending steel materials into soft, fluid art. His ability to artistically intertwine the hardness of steel with the softness of curves, while fusing in strength and balance has catapulted him into the center of the contemporary art world.

“I always seek to bring ‘lightness’ to the ‘heavy,’ romanticism and poetry to the rigid, and sculpt an industrial masterpiece that harnesses innovation with energy,” said Rives. “My sculptures are pieces of reality: their rust marking a measure of time, honoring the past while celebrating the future.”

Since 1990, his works have dotted the international landscape, including the highly acclaimed ‘Sculpture by the Sea’ exhibitions (2006, Sydney and 2007, Perth) in Australia, as well as have been showcased in numerous private and corporate collections, such as Veolia, Cap Gemini, Schneider Electric, Axa, Bouygues, Sanofi, and Cartier in France. After exhibiting in various places in California and being invited to commission a sculpture for a Los Angeles music awards show, Rives has targeted the United States as his new goal.

“I really look forward to exhibiting in the U.S.A. because I love America’s approach to and appreciation for contemporary art,” noted Rives. “....” [INSERT a quote from Rives about what NEW and EXCITING things Jean-Pierre will bring to America in terms of art. For example, how/what he wants to introduce that will embrace/change/embellish the American landscape?]

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Best-selling author and owner of a popular restaurant in Paris, Rives is currently commissioning sculptures for U.S. corporations and sites. For more information or to schedule an interview, contact Brett Flanigan at xxx-xxx-xxxx or brett@theproactivecompany.com.