



"Gibson USA" was built in 1974 in Nashville specifically for the production of Gibson's Les Paul guitars.

Today's Gibson electric guitars represent the history as well as the future of the electric guitar. The models whose designs have become are a testament to Gibson's wide appeal, spanning more than four decades of music styles.

Gibson's close relationship with musicians is manifest in endorsement models from several music icons.



Gibson Guitar, the world's premier musical instrument manufacturer and leader in music technology announced the launch of Miami Guitartown, the second installment of such an exhibit in Florida, which will take place throughout the city of Miami.

The project will unite the Miami art, music, and business communities behind the opportunity to raise proceeds for local charities.

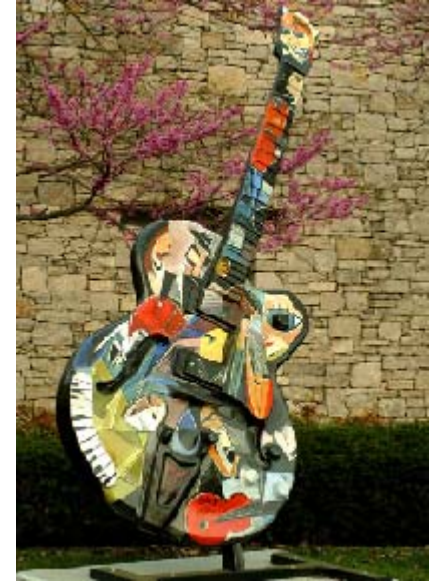
Past Projects



Raised \$589,000 for local charities



Raised a total of 200,000 pounds



Raised over \$300,000 for local charities

* Projects to come in 2008 include Orlando and New York City

The Steering Committee



The official Miami GuitarTown steering committee has been formed and will be responsible for aspects of planning, coordination and execution of the program in coordination with presenting sponsor Gibson Guitar. The official steering committee is comprised of the following:

- **Henry Juskiewicz**, Chairman & CEO, Gibson Guitar
- **Manny Diaz**, Honorable Mayor of Miami
- **Mary Downing**, Starbucks Hear Music
- **Maggy Cuesta**, Dean – Visual Arts, New World School of the Arts
- **Gabriel Aboroa**, President, Latin Recording Academy, Inc.
- **Kapoor Harpal** (MDT), Director Miami-Dade Transit
- **Kimberly Green**, President Green Family Foundation
- **Ruth Shack**, President Dade Community Foundation
- **Neil Crilly**, Sr Exec Director, National Academy Recording Arts & Sciences
- **Fifi Castany**, Editor in Chief, Ocean Drive en Espanol
- **Erika Fleming**, Miami International Univ. of Art & Design
- **Alyce Robertson**, Exec Dir. City of Miami Downtown Development Authority
- **Maria Ruiz**, Director Community Relations, Dacra Realty
- **Dora Diaz**, Director of Accounts, The Bravo Group
- **Leila Cobo**, Exec. Dir. Latin Content/Billboard Magazine
- **Lilia Garcia**, Lilia Garcia & Associates
- **Vivian Donnell Rodriguez**, Vice-Provost, Cultural Affairs & Resource Development at Miami Dade College

The Guitars

Each guitar sculpture is 10 FT Tall, 40 inches wide, 6 inches thick, and approximately 60 lbs.



Miami GuitarTown is a public arts project featuring 10-foot tall fibreglass Gibson Les Paul Guitar Sculptures that will be placed throughout Downtown Miami in front of city landmarks and businesses which will serve as an artistic reminder and display of Miami's great musical heritage.

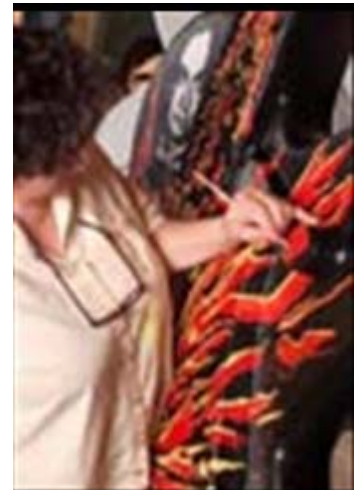
Each guitar sculpture will be partnered with a celebrity and will be backed by a corporate sponsor.

In addition to the 10-Foot Les Paul guitars, during the project participating musicians will add their artistic flair to actual Gibson guitars. GuitarTowns of the past have delivered some incredible artistic interpretations of the Gibson Les Paul and SG



The Artists

- Each artist must submit a proposal by completing the Visual Artist Application and Visual Artist Template provided by the Miami GuitarTown project.
- The artist may paint and/or adorn the guitar using any medium; however, the structural integrity of the guitar must be maintained and the guitar must be able to withstand outdoor elements
- All designs must be appropriate for family viewing.
- Each Visual Artist selected for GuitarTown will receive the following:
 - Gift Certificates: \$150 for each 10 foot guitar and \$75 for each showcase guitar will be provided to help defray cost of materials for this project.
 - Credit and recognition for their guitar design throughout the GuitarTown project.
 - Headshot, bio and photo of guitar featured in the GuitarTown catalog.



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GOLD SPONSORS



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CONGRANERKY, LP

THE SPONSOR

- The Project reserves the right to promote the event in its sole discretion, including but not limited to soliciting sponsors for The Project
- Sponsors may be given the opportunity to select a guitar for display at a select location.
- Sponsors may choose from different levels of sponsorship including:
 - Gold level sponsorship
 - Silver level sponsorship
 - Bronze level sponsorship

* benefits vary upon level

The Charities

- The Victory Center is a nonprofit, nonsectarian center that provides education and services for children and families affected by autism and developmental or behavioral challenges. The organization has grown to include academic, and transitional programs, as well as family & community outreach services.
- The Miami Music and Art Fund is a “field of interest” component of Dade Community Foundation. The Dade Community Foundation is a grantmaking foundation established as Greater Miami’s permanent endowment to enhance the quality of life within Miami-Dade County. All monies that the Foundation receives from the Miami GuitarTown project will be deposited into the Fund. The program staff of the Foundation will then determine which local nonprofit agencies that provide music and art programs for the youth of Miami-Dade should receive grants from the Fund.



The Gala

- After the exhibit all sculptures and guitars will be sold at a Gala Auction, with all proceeds benefiting the non-profit organizations and charities.
- The VIP event will give guests the opportunity to bid on the works of art live, online and via phone.
- The live auction will be hosted by world famous Juliens Auctions, known around the world for their widely popular entertainment memorabilia auctions (www.juliensauctions.com).

