



## **PRESS RELEASE: Contemporary Art Meets Entrepreneurship and Activism**

**(July 6, 2006: FOR IMMEDIATE RELEASE)**

**AI Hack Concepts announces a collaborative contemporary art and private sector initiative to develop a product line promoting the integration of humanitarian and ecological values.**

The experimental product development and marketing process combines the talents of local creative producers with the savvy of international entrepreneurial business to generate a creative community of compassion. The resulting product line will be marketed under the brand name **Samsara Unlimited**. The objective of **Samsara Unlimited** is to create an ecology that transmutes creative capital into financial capital and produces seemingly mass produced consumer goods that actually engender the qualities we seek in works of fine art: reflection, contemplation, and call to action.

Products range from collector type artworks printed on silk wall hangings from four to nine meters long, to similar prints on T-shirts and post cards. Shoppers and gallery goers will also find products like laughing Buddhas in the form of chocolate truffles that may cause the purchaser or viewer to question: is this a sacred icon? Is it literally a consumable product? Or is it a piece of art to be admired and collected? And what, if any, is the difference between these categories?

**AI Hack Concepts** invites the public to celebrate the **Samsara Unlimited** brand launch and sample sale at its concept store on **September 22 from 7pm until 11pm** in the **Gordon Snelgrove Art Gallery** located in the **Murray Building** at the **University of Saskatchewan**. **Admission is free**. All profits from the sample sale will be donated to the Tshelanyemba Community Project which in the past has developed programs for orphans with HIV/AIDS in rural Zimbabwe.

Guests are welcome to visit the concept store and view or pre-purchase many of the unique art and consumer items fresh from the **AI Hack Concepts** development lab during regular business hours from September 12-22.

The initial idea for **Samsara Unlimited** was developed by Master of Fine Arts candidate Pravin Pillay as a central part of his MFA graduate exhibition. Mr. Pillay completed his undergraduate fine arts training at the Emily Carr Institute of Art and Design in Vancouver and also holds an MBA from McGill University in Montreal. As a founding member of Doctors without Borders Canada, Mr. Pillay asserts "with a committed team of creative individuals, anything is possible."

More follows

The real challenge is demonstrating this possibility of seeming impossibility in a way that is accessible to everyone. Gallery based artists, environmental and social justice activists are often challenged by the use of language that is specific to their own communities and interests while they are attempting to communicate to a larger and more comprehensive audience. **Al Hack Concepts** uses the language of the smart consumer, the tools of business and the spirit of capitalism, combined with the creativity of the artist, craftsperson and designer, to open a way for people to actively participate in the creation of an ecology of compassion. If people are using brands to display their status in society and to define themselves, **Samsara Unlimited**, gives an individual, through the items they purchase, a chance to identify themselves with a process that emphasizes the importance integrating the ideas of social justice, environmentalism, and entrepreneurial activity in the formation of civil society.”

**Al Hack Concepts** would like to recognize the following private sector and creative partners who have contributed their ideas and energy to make **Samsara Unlimited** a reality.

Western Retail Interiors

[www.westernretail.com](http://www.westernretail.com)

Shankar Perfumeries Works (India)

[www.shankarperfumery.com](http://www.shankarperfumery.com)

Uof S Bookstore

[www.usask.ca/consumer\\_services/bookstore](http://www.usask.ca/consumer_services/bookstore)

Whonewcreations

[www.whonewcreations.com](http://www.whonewcreations.com)

UofS Dept of Art and Art History

[www.arts.usask.ca/art](http://www.arts.usask.ca/art)

---

ENDS

Note to editors:

For more information about the Tshelanyemba Community Project please refer to:

[http://www.usask.ca/alumni/alumnisite/publications/green\\_white/issues/fall2004/feature01.php](http://www.usask.ca/alumni/alumnisite/publications/green_white/issues/fall2004/feature01.php)

For more information about Al Hack Concepts and the Samsara Unlimited project refer to:

<http://www.alhackconcepts.com> (online: August 1, 2006)

or



contact:

Jenalene Antony

Manager of Productions and Publicity

[jenalene.antony@gmail.com](mailto:jenalene.antony@gmail.com)

Cell: 306.290.2530

Home: 306.933.9383