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**PALE HORSE AND HYDRO74 PRESENT THE "BACK IN BLACK 2" T-SHIRT EXHIBIT
ON SATURDAY, MAY 16th WITH NEW ARTISTS AND A NEW VENUE**

"17 of the best t-shirt artists showcase original, limited-edition t-shirt designs, screen printed on-site"

St. Petersburg, FL, April 8, 2009 – Accomplished graphic designers, **Pale Horse** (Chris Parks) and **Hydro74** (Joshua Smith) are back with a second installment of last year's highly popular and internationally recognized **"Back In Black" T-Shirt Exhibit** with new artists, a new venue and an enhanced online experience.

For the exhibit, some of the best digital illustrators and designers in the US and Europe will provide original, one-color designs for a black t-shirt, in their own distinctive styles. The designs will be showcased during a one-night only event on **Saturday, May 16th, 2009 from 6:00 PM – midnight at the Czar's Imperial Theatre** in historic Ybor City, Tampa's entertainment district.

Created in 2008, the purpose of the "Back In Black" T-Shirt Exhibit is to introduce the public to a select group of digital artists who are behind our favorite t-shirts from popular apparel companies, bands and record labels, as well as to establish the t-shirt as a new medium for fine art.

Confirmed artists include Maxx242, Munk One, ISO50, 123Klan, OG Abel, Tristan Eaton, Brian Morris, Ryan Smith, Hydro74, Pale Horse and many more, who design for companies like Nike, Target, Vans, Ecko Unltd, Sullen, Tribal Gear, DC Shoes, Burton, Element, Famous Stars and Straps, Lucas Arts, Upper Playground, Converse and Osiris, as well as countless music artists.

During the free event at the Czar:

- "Back in Black" will transform the Czar's Imperial Theater into a mini-gallery by adorning the space with original designs from this select group of artists.



- Attendees choose the design(s) they like best and the size of their black t-shirt. Guys sizes S-2XL and girls sizes S-L will be available.
- The limited edition t-shirt will be printed on-site by Tampa-based screen printers, Vertical Merch.
- Attendees can wear their art home! All designs are very limited edition, made-to-order and only available through “Back in Black.”

There is no cover to view the designs and the t-shirts can be purchased for \$20 each. The Czar is located at 1420 E. 7th Ave. in Ybor City.

Music will be provided by Tycho with special guest, DJ Muggles. Tycho is the music project of Scott Hansen, otherwise known as ISO50. Tycho’s audiovisual experience will cap off the event at midnight.

AFTER-PARTY:

In the adjoining rooms of the Czar, the Back in Black after-party will be headlined by DJ, Dave Nada of Nadaström, Dubsided, T&A and longstanding resident at Taxlo, Baltimore voted “best party in America” by Blender Magazine. Tampa-based DJ, Monk of Rabbit in the Moon/Hallucination, will also be performing.

\$5 for 21 and up (\$7 under 21). After-party opens at 10:00PM.

ONLINE:

For those that can’t attend, the t-shirts can also be ordered online for \$25 each at www.backinblackapparel.com from **May 1st, 2009 – May 31st, 2009**, and mailed by the Oldsmar-based fulfillment shop, Merchline. International orders are available.

The new www.backinblackapparel.com site will feature exhibit info, news, artist bios, an enhanced shopping cart to ensure the best customer experience, and exclusive content like artist interviews, behind-the-scenes footage and more.

ARTIST LINEUP:

- 123 Klan - France (<http://www.123klan.com>)



- The Black Axe - FL (<http://www.theblackaxe.com>)
- Brian Morris - IL (<http://www.ooo000ooo.com>)
- Dan Mumford - UK (<http://www.dan-mumford.com>)
- Godmachine - UK (<http://www.godmachine.co.uk>)
- Hydro74 - FL (<http://www.hydro74.com>)
- ISO50 - CA (<http://www.iso50.com>)
- Jimiyo - CA (<http://www.jimiyo.com>)
- Julie West - UK (<http://www.juliewest.com>)
- Mad – MO (<http://www.madtoydesign.com>)
- Maxx242 - CA (<http://www.maxx242.com>)
- Munk One - CA (<http://www.munkone.com>)
- OG Abel - CA (<http://www.ogabel.com>)
- Pale Horse - FL (<http://www.palehorsesdesign.com>)
- Ryan Smith - CA (<http://www.sullenclothing.com>)
- Tristan Eaton - NY (<http://www.thunderdogstudios.com>)
- Wes Humpston – CA (<http://www.bulldogskates.com>)

For more details, visit www.backinblackapparel.com.

High Resolution images (300 DPI) of some of the work in the show and the event artwork can be provided upon request.

About Pale Horse – Pale Horse is the graphic design studio of Chris Parks, located in downtown St. Petersburg, Florida. Chris' work focuses on apparel design, action sports graphics, and illustration. Regularly, Pale Horse also serves as an art gallery showcasing works from local, national and international artists. Find out more about Pale Horse at www.palehorsesdesign.com.

About Hydro74 – Joshua M. Smith is a professional graphic designer located in Orlando, FL. Over the past 10 years, Hydro74's client base has grown to include brands like Quiksilver, Billabong, ESPN, MTV, Burton Snowboards, Vans, Nike and many others. Find out more about Hydro74 at www.hydro74.com.



About Vertical Merch - Vertical Merchandise is a full service screen printing shop offering many styles of both textile and graphic printing needs, as well as tour and web fulfillment merchandising and development. Find out more about Vertical Merch at www.verticalmerch.com.

About Merchline - Merchline provides online fulfillment and printing services to the musician/designer/apparel line industries. Merchline handles the online storefront, order processing, inventory, warehousing and shipping of orders, as well as any screen printing needs the customer may have. Find out more about Merchline at www.merchline.com.

About Dave Nada - Dave Nada consistently proves to be one of the most electrifying and effective DJ's around. Acquired by AM Only, Nada joins an impressive roster including everyone from the Crookers and MSTRKRFT to Richie Hawtin and Tiesto. He is a longstanding resident at Taxlo, voted "best party in America" by Blender Magazine. Previous DJ travels include world tours with DJ Craze (DMC World Champion/Kanye West's official DJ), regular cross-continental dates with Tittsworth, invites to Australia, festival gigs in Puerto Rico and more. Find out more about Dave Nada at www.myspace.com/davenada.

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