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Bad news/good news:

BALLOON MANOR 2009 DEFLATES

Larry Moss announces ArtPrize, Balloon Couture & more

Local airigamist open to alternative Halloween suggestions

Rochester, NY – Local "airigamist" **Larry Moss**, creator of the past four Balloon Manors, announces that the 10,000-square-foot haunted house made of 100,000 balloons will not happen this year due to a lack of sponsorship. **Balloon Manor 2009: A Dark & Stormy Night** was to take place October 14-18 in the historic Sibley Building, once the site of Sibley, Lindsay & Curr department store's famous annual Christmas display, and tie in with the celebration of Rochester's 175th birthday.

Balloon Manors have attracted approximately 40,000 visitors and given more than \$80,000 to local health charities. Moss was a guest on **The Martha Stewart Show** last October to promote the 2008 Manor at the Mall at Greece Ridge for Teens Living with Cancer. 2009's beneficiary was to have been the **American Cancer Society's Hope Lodge** in Rochester.

"In order to make this an effective fundraiser, we needed sponsors to completely cover the Manor's overhead," explains Moss. "Although it depends upon approximately 300 community volunteers and 40 or so balloon artists from all over the world who pay their own way each year, we still have to cover travel and lodging expenses for the 20 top artists whose creativity is key to making this the world-famous project that it is."

Moss, who built a patriotic balloon sculpture at the **White House** this past July fourth, says he has received many comments from disappointed fans and participants, and is open to serious suggestions for an alternative Halloween event. Interested parties may contact him at info@airigami.com or (585) 419-6739. Please visit www.balloonmanor.com for more information.

Meanwhile, he has plenty of other "pop art" projects on his plate, including the **2009 Balloon Couture Fashions** in Las Vegas (www.diamondjam.com/fashionshow), August 13–15, which will be covered this year by **NBC's The Today Show**. Larry is one of four "Masters" at this international event, for which he will create two costume pieces from *Alice in Wonderland*: Alice and the Mad Hatter.

September 23–October 10, Moss participates in the first-ever **ArtPrize** (www.artprize.org) in Grand Rapids, Michigan. This "radically open competition" is a community-wide event open to artists of any genre from all over the world, with prizes totalling \$450,000 and a top prize of \$250,000. Moss will install a balloon art gallery full of his unique take on famous masterpieces, the centerpiece of which will be a life-size, three-dimensional interpretation of Botticelli's *The Birth of Venus*.

Another project very close to Larry's heart is a touring dinosaur museum exhibition called **Elastic Park**, an entertaining and educational homage to Michael Crichton's *Jurassic Park*.

"There is interest already from several museums across the country," says Moss, whose passions and education include teaching and science. "Of all the large-scale projects I have created**, this one feels like it could have real longevity, which is rare when working in my medium!"

**Moss holds the Guinness World's Record for the largest non-round balloon sculpture, "Soccer Players," in Mol, Belgium (2000), and created the world's first piloted balloon sculpture, "Flying Octopus," which was built and flown in Sodus Point, NY (2003). Find out more at www.airigami.com.

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