



THE ART COLLECTION
AT MERCEDES-BENZ STADIUM

**Mercedes-Benz Stadium and SCAD Invite Shoelace Donations for
Community-driven Work by Artist Nari Ward**

Shoelace donations accepted at multiple Atlanta-area locations

ATLANTA, Georgia – September 21, 2016 – Mercedes-Benz Stadium and Savannah College and Art and Design (SCAD) invite fans and community members to contribute shoelaces to an epic work by artist Nari Ward that will be permanently installed at the new Mercedes-Benz Stadium, the home of the Atlanta Falcons and Atlanta United.

Utilizing an estimated 10,000 pairs of donated shoelaces, Ward's artwork will spell out "ONE VOICE," a motto of unity for the city the new stadium will serve. "ONE VOICE" is part of one of the largest and most dynamic collections of site-specific art ever housed in a major sporting complex, as curated by SCAD.

SCAD was chosen to professionally commission, select and install original artwork and memorabilia for the new stadium. To date, 53 artists, both local and internationally-acclaimed, have been selected to create artwork for the stadium's interior public spaces and exterior plazas, including all concourses, club and suite spaces and corporate offices.

Highly acclaimed, Jamaican-born Nari Ward often works with repurposed and found materials. His artwork "We The People" (displayed during his solo show at [SCAD Museum of Art](#), part of deFINE ART 2015) utilized dyed and braided shoelaces to spell out the key words that begin the United States Constitution.

"ONE VOICE" will underscore the importance of community within the stadium and its standing in the heart of the city. The shoelace drive is ongoing through November 12, 2016. Any and all adult shoelaces with plastic tips are welcome.

Shoelaces are being collected at the following locations:

SCAD FASH Museum of Fashion + Film

1600 Peachtree St. NW
4th Floor
Atlanta, GA 30309
(Please note: [SCAD FASH](#) is closed on Mondays.)

PGA TOUR Superstores:

1005 Holcomb Woods Pkwy
Roswell, GA 30076

2255 Newpoint Pkwy
Lawrenceville, GA 30043

2911 George Busbee Pkwy
Kennesaw, GA 30144

The Bellwood Boys and Girls Club:

777 Donald Lee Hollowell Pkwy NW
Atlanta, GA 30318

Shoelaces to [Atlanta United](#) events in September.

Laces may also be mailed to:

Savannah College of Art and Design

Attn: Daniel Sanchez
SCAD Evans Hall
212 W. Hall Street
Savannah, GA 31401

About Mercedes-Benz Stadium

Upon its completion in 2017, Mercedes-Benz Stadium will be a world-class sports and entertainment facility and home to the National Football League's Atlanta Falcons and Major League Soccer's Atlanta United. The multi-purpose stadium will host major sports and entertainment events, including the Super Bowl in 2019, the NCAA Men's Final Four in 2020 and the 2018 College Football Playoff Championship game. Mercedes-Benz Stadium is proud to be collaborating with eight founding partners, which include Coca-Cola, Equifax, The Home Depot, NCR, Novelis, SunTrust, IBM and American Family Insurance. To learn more about what is happening at Mercedes-Benz Stadium including stadium updates, seating options and announcements visit www.mercedesbenzstadium.com. Follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited university offering more than 100 academic degree programs in 42 majors across its locations in Atlanta and Savannah, Georgia; Hong Kong; Lacoste, France; and online via SCAD eLearning. SCAD enrolls 12,500 undergraduate and graduate students from more than 100 countries. The innovative SCAD curriculum is enhanced by advanced professional-level technology, equipment and learning resources, as well as opportunities for internships, professional certifications and collaborative projects with corporate partners. In 2015, the prestigious Red Dot Design Rankings placed SCAD in the top four universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni placement rate. In a study of Spring 2015 SCAD graduates, 98 percent were employed, pursuing further education or both within 10 months of graduation. For more information, visit the official [SCAD blog](#).

Media contacts:

SCAD Contact
Allison Falkenberry

VP for Marketing and PR
afalkenb@scad.edu
912.401.6908

Mercedes-Benz Stadium Contact
Heather Sautter
Director, corporate and marketing communications, AMB Sports & Entertainment
hsautter@ambfo.com
404.394.1465

###