

For Immediate Release

RENOWNED MURALIST TRISTAN EATON CREATES LARGEST MURAL IN OHIO FOR BLINK

*Eaton Headlines the Nation's Largest Immersive Event This Fall With a Mural Depicting
Cincinnati's Rich History*

October 13, 2022 - October 16, 2022
Cincinnati, Ohio

Cincinnati, OH (September 20, 2022) - BLINK does not shy away from a big undertaking. In fact, with the whole city of Cincinnati as their canvas, they are undeniably well-versed in large-scale undertakings.

With a go big mentality, it is with great pleasure that they announce iconic multidisciplinary artist **Tristan Eaton's** participation in the experience, not just for the multi-day event, but with a lasting mural that will depict some of the city's richest history. Eaton is a veritable superstar in the world of public art, taking his signature collaging and layering style to new heights—literally—weaving even minute details into the image to create a comprehensive tableau.

This exciting project is made possible by **84.51°, Kroger Personal Finance, Kroger Health, Greater Cincinnati Foundation, Visit Cincy** and **Millstone Fund**, all of which have thrown their full support behind creating this artistic landmark. Eaton's contribution to the cityscape on the side of the 84.51° headquarters will be the largest mural in Ohio, marking Cincinnati's deep-rooted commitment to public art and preserving history. Having completed murals around the globe, Eaton is known for thoughtful research and breathtaking lasting works like his recent mural in Deep Ellum which layered both well-known and obscure details within a beautiful portrait. Bringing his impressive dedication to research and acute awareness of cultural significance, Eaton is thrilled to be a part of BLINK.

"It's a great honor to be creating a mural for Cincinnati—a city with a vibrant mural program. I'm excited to bring my work to BLINK attendees and to be apart of the city's long standing commitment to public arts," says Eaton.

"We are thrilled to have a permanent fixture and a nod to our great city on our corporate headquarters," said 84.51° President Milen Mahadevan. "The fact that a renowned artist like Tristan has willingly offered to put his mark on Cincinnati speaks volumes to its rich history and dedication to the arts."

Greater Cincinnati Foundation President and CEO, Ellen Katz shared "It's exciting to bring to life the largest mural in Ohio, connecting people across the region through public art. GCF's mission is aligned with BLINK's, and together we are building a future of opportunity and hope for our region - where residents are united, enlightened, and feel a sense of belonging."

BLINK is thrilled he is bringing his thoughtful work to the biggest wall of the bunch, serving as an anchor for Cincinnati for years to come and solidifying signaling to future generations the importance of representation and research. With this mural, Cincinnati publicly acknowledges its own history, immortalizing the path they've taken to become the city they are today.

As BLINK Executive Director Justin Brookhart explains, "Earlier this year a demolition unveiled an enormous concrete wall facing west on 5th Street in Downtown Cincinnati. From the moment the BLINK team saw this massive canvas we started dreaming big. We wanted to bring the biggest public mural to Cincinnati and we wanted to bring in the biggest public artist we could to honor the region. Tristan Eaton was our first choice as we believe no one does massive public murals like him. BLINK is beyond thrilled to have new work by Tristan representing the cultural and historic significance of this region."

About Tristan Eaton

Ambitious from a young age, Tristan Eaton began designing toys for Fisher Price at 18--well before graduating from his alma mater, the School of Visual Arts in New York--and co-founding the legendary KidRobot. There, he created two of its most iconic designs, the Dunny and Munny, solidifying himself as one of the founders of the designer toy movement carried forth by contemporary pop artists such as KAWS today. Shortly after KidRobot, Eaton founded Thunderdog Studios, where he created original art and design work for major clients like Nike, Universal and luxury watch brand Hublot among many others. His highly sought after style and work ethic in the field continues to inspire confidence in his clients and admiration among his peers while he blurs the lines between commercial and fine art.

Eaton is perhaps best known for his large scale public murals, found throughout the world from New York to Paris to Shanghai, which he executes in freehand spray paint; a technical and personal nod to his own history and respect for graffiti culture, while honoring traditional painting and muralism with his thoughtful and dynamic subject matter and compositions. From the monster paintings on the Universal Backlot Tour to his recent mural in historic Deep Ellum, Texas, Tristan Eaton creates dynamic and engaging work on a large scale.

All of these experiences become touchstones in Eaton's fine art practice where techniques new and old meet unusual and innovative ideas paired with an assortment of methods and materials both traditional and modern, all of which find a home and harmony in his work. For more information, visit <http://www.tristaneaton.com>

About BLINK

Last experienced by over 1.3M people in 2019, BLINK, Illuminated by ArtsWave, welcomes all to Cincinnati, Ohio October 13-16, 2022. The four-day, 30 city block, outdoor art experience is sure to be unforgettable, uniting street art, projection mapping and light-based installations.

Not only does the event speak to the dynamic evolution of the Cincinnati art community, it calls upon the city's deep roots in supporting the arts. BLINK is illuminated by ArtsWave, the first and largest community campaign in the nation and the primary way that Cincinnati funds its arts. When tens of thousands of people and hundreds of companies give to ArtsWave, they support 150 cultural organizations and projects each year like BLINK that make our region vibrant. Donations to BLINK and other arts projects and organizations can be made at artswave.org/give.

BLINK is produced and curated by its Executive Partners - the Cincinnati USA Regional Chamber, AGAR, and the Haile Foundation, and produced in conjunction with its Partners ArtWorks, Cincy Nice, and ish - to provide opportunities for regional artists and bring in global creators all in the pursuit of a stronger community.

About Greater Cincinnati Foundation

As the region's leading community foundation, Greater Cincinnati Foundation connects people with purpose in an eight-county region in Ohio, Kentucky and Indiana. GCF is leading the charge toward a more vibrant and equitable Greater Cincinnati for everyone – now, and for generations to come.

About 84.51°

84.51° is a retail data science, insights and media company helping The Kroger Co., consumer packaged goods companies, agencies, publishers and affiliated partners create more personalized and valuable experiences for shoppers across the path to purchase.

Powered by cutting edge science, we leverage 1st party retail data from nearly 1 of 2 U.S households and 2BN+ transactions to fuel a more customer-centric journey utilizing 84.51° Insights, 84.51° Loyalty Marketing and our retail media advertising solution, Kroger Precision Marketing.

About Millstone Fund

Millstone Fund is a private family foundation that serves the people of Greater Cincinnati through thoughtful partnerships with local non-profits in the areas of health, education and the arts. A passionate and dedicated board knows that the vitality of a community is measured by the well-being of people who call it home. Through strategic investments and strong relationships, Millstone Fund walks alongside the people of Greater Cincinnati towards a more inclusive and prosperous community.

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