



FOR IMMEDIATE RELEASE

*Challenge issued to community to donate food
and winning **can**sculptures announced!*

2nd Annual

Canstruction Southwest Virginia **Taubman Museum of Art November 7-22, 2014**

A *can do* event raising hunger awareness and collecting food
through a colossal canned food sculpture competition

ROANOKE, VA (November 12, 2014) – Canstruction, a creative and competitive event featuring massive sculptures built entirely from cans of food, has returned to southwest Virginia for the second year with an exhibition at Roanoke’s Taubman Museum of Art. This year’s exhibit is extended from one to two weeks, with canned food sculptures—called **can**sculptures—on display from Friday, November 7 through Saturday, November 22.

New this year, Canstruction SWVA is accepting donations of canned food from the public throughout the entire two-week exhibit. When the exhibit closes, **can**sculptures are dismantled and all cans collected and used to create **can**sculptures go directly to the Feeding America Southwest Virginia food bank for distribution to people confronting hunger in our region—just in time for Thanksgiving.

Last year’s inaugural Canstruction SWVA event raised nearly 27,000 cans, making it Feeding America’s **second largest food drive** behind only the annual Letter Carriers Drive. This year, Canstruction SWVA is contributing more than 35,000 cans, based on the **can**sculptures built by participating teams.

“We are delighted to bring Canstruction back to southwest Virginia,” says event chair Lora Katz with Gilliam Katz Architecture + Design. “To build upon the success of last year’s event, **we’re issuing a challenge to the community to donate cans when they visit the exhibit—at least 5,000 more cans—so together we can contribute over 40,000 cans** to Feeding America SWVA and make a big difference in the fight against hunger right here in our hometowns.”

Food collection bins marked with the Feeding America SWVA logo are located in the Taubman Museum’s main lobby. The museum is open Tuesdays–Saturdays from 10:00am to 5:00pm, and until 9:00pm on Thursdays and the first Friday of every month. Admission is free.

Visitors to this exhibit are also encouraged to bring a camera or cell phone and walk around each **can**sculpture while looking through their camera’s lens and allowing the combination of color, shape and shadow to bring the labels into clearer view and the **can**sculptures to life.

At Opening Night festivities held on November 7, winning **can**sculptures were revealed during an awards ceremony. Nine teams from across the region—including architecture, engineering, and construction firms, plus high schools and colleges— competed to win in categories including Jurors’ Favorite, Honorable Mention, Best Use of Labels, Best Meal, and Structural Ingenuity. The public voted throughout the exhibit’s opening day for the People’s Choice winner.

Returning competitors included AECOM, Hollins University, Roanoke County Public Schools, SFCS, and Spectrum Design. Participating for the first time were Community Housing Partners, Roanoke City Public Schools, Roanoke College, and Virginia Tech.

Winner of two awards, Juror’s Favorite and Structural Ingenuity: for the second year in a row, **AECOM**. Entitled “Let Feed’em Ring,” the team found inspiration from Lady Liberty—“Give me your tuna, your beans, your canned tomatoes, yearning to stack high; the boundless bounty of your Kroger store, send these, the wobbly, glad-gifted to me; I lift my cans above the Taubman floor.” A total of 7,831 cans were used to build this sculpture.

Honorable Mention award winner: SFCS. “The Very Hungry Can’erpillar” pays homage to the beloved childhood book, *The Very Hungry Caterpillar*, whose hunger is consuming, but once satisfied, allows him to become a beautiful butterfly. Total cans = 2,300.

Best Meal award winner: Roanoke City Public Schools, William Fleming High School. “Team Pac-man” incorporated organic canned food in comparing Pac-man’s insatiable hunger to the student team’s hunger to help feed people in need across southwest Virginia. Total cans = 5,104.

Best Use of Labels award winner: Spectrum Design. This team’s cansculpture of the classic Crayola “8-Pack” uses an assortment of eight colors to create a variety of food to support the fight against hunger. Total cans = 2,375.

People’s Choice award winner: Roanoke County Public Schools, Burton Center for Arts & Technology. “The Art of Soup” cansculpture honors Andy Warhol’s iconic pop art Campbell’s soup can series. Total cans = 6,435.

Jury members for Canstruction SWVA were John Carlin, WSL5-10 news anchor; Stephen DeMarco, executive chef at the Hotel Roanoke; Amy Herzel, visual artist and Volunteer for Communities Coordinator for the Southeast Rural Communities Assistance Project; Anita Price, Roanoke City Councilwoman and retired educator; and Monica Rokicki, principal/owner of Better Building Works.

Canstruction SWVA is made possible through the generous support of many sponsors, including Platinum Sponsor Ardagh Group, a global leader of metal and glass packaging celebrating the November 3rd opening of their metal can manufacturing facility in Roanoke County. Presenting/Gold Sponsors are Kroger (also the sponsor of the student team from Roanoke City Public Schools), the City of Roanoke, the Taubman Museum of Art, and Gilliam Katz Architecture + Design. Event/Bronze Sponsors are HomeTown Bank and F. Geoffrey Ltd. The Blue Ridge Chapter of the American Institute of Architects sponsored the students from Roanoke County Public Schools.

“We are so grateful for the contributions of our sponsors and of the teams participating in this event. The passionate energy that fuels a community wide project like Canstruction SWVA gives people an opportunity to get involved with our mission, while shining a light on the food insecurity struggles faced by so many families across this region,” notes Feeding America SWVA President and CEO Pamela Irvine. “This year’s Canstruction SWVA event, held right before Thanksgiving, is a wonderful reminder to be thankful and to share with those less fortunate, and it provides much needed resources to fulfill our seasonal spike in food needs.”

Media Inquiries:

For more news and information about Canstruction SWVA, visit our website: www.canstructionswva.com.

For interview requests and other media inquiries, contact Vickie McCormick at vickie.mccormick@aecom.com or 540.354.4526.

Winning Cansculptures from the 2014 Canstruction SWVA Competition:

Download these and more high resolution photos from the News & Info page on www.canstructionswva.com.

AECOM: Let Feed'em Ring

Winner of Two Awards: *Jurors' Favorite* and *Structural Ingenuity*

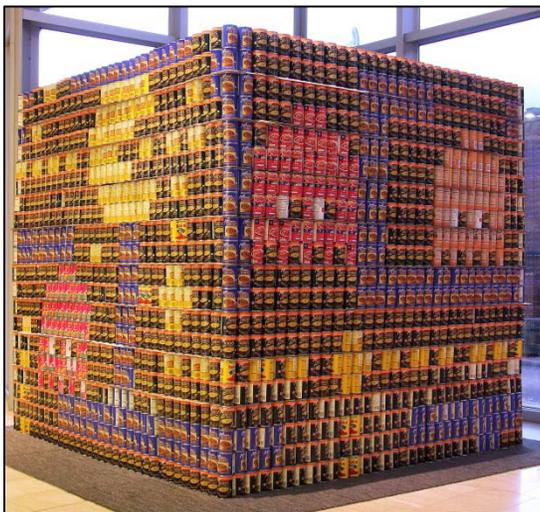


Roanoke County Public Schools Burton Center for Arts & Technology
(Center for Visual Arts & Museum Studies and Center for Engineering, Building Trades Program)

The Art of Soup *People's Choice Winner*

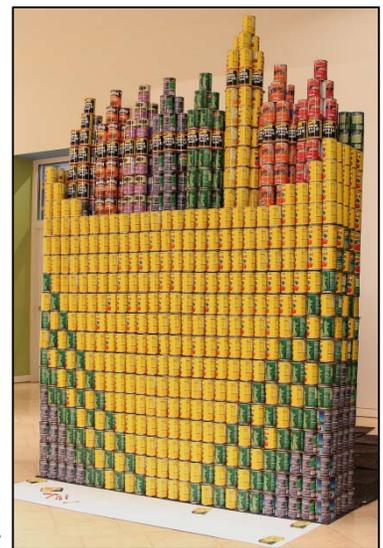


SFCs: The Very Hungry Can'erpillar
Honorable Mention Winner



Roanoke City Public Schools
William Fleming High School:

Team Pac-man
Best Meal Winner



Spectrum Design: 8-Pack
Best Use of Labels Winner

2014 Canstruction SWVA Sponsors:

Many thanks to the generous sponsors whose contributions and support made Canstruction SWVA possible.

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