

It's art, it's a meal for the hungry, and it's returning to Roanoke!

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

Winning Cansculptures from Last Year's Competition

AECOM: DESIGN CAN



Winner of Two Awards: Jurors' Favorite and Structural Ingenuity

**Roanoke County Public Schools
Burton Center
for Visual Arts & Museum Studies:
Feeding Magritte
Best Use of Labels
Winner**



**SFCS:
The A'maize'ing
Roanoke Star
People's Choice
Winner**



**Member One:
Rubik's Uncubed
Honorable Mention**



**Spectrum Design:
Lighthouse
Best Meal Winner**

Canstruction SWVA is on a mission to raise awareness of hunger-related issues and collect food for those who struggle each day to find enough to eat... one can at a time. **Canstruction SWVA** features massive cansculptures created entirely from cans of food, built by local teams, and displayed at **Roanoke's Taubman Museum of Art from Friday, November 7 through Saturday, November 22**. New this year, collection bins will be placed inside the museum throughout the entire exhibit to accept donations of additional cans of food from the public. When the exhibit closes, cansculptures are dismantled and all cans go directly to Feeding America SWVA's food bank to be distributed to people in need throughout our region—just in time for the Thanksgiving season.

Bringing Canstruction to Southwest Virginia

In 2013, Lora Katz of Gilliam Katz Architecture + Design introduced **Canstruction** to officials from the City of Roanoke and Feeding America SWVA, and both groups eagerly embraced the idea! Lora had volunteered with **Canstruction** while in Washington, DC, and saw how it brings together the community, art, and charitable giving in a unique format. Last year's **Canstruction SWVA** event—a first for Roanoke—saw nine teams compete and generated more than 27,000 pounds of food. This year, event organizers hope to build on that success by bringing greater awareness and raising even more significant contributions for our regional food bank.

How One Can Make a Difference

This year, 10 teams from across southwest Virginia—including architecture, engineering, and construction firms, along with high schools and colleges—are committing their time and talents to design and build cansculptures. Each team raises funds to purchase their cans, offered at a reduced cost by Kroger. Construction rules specify that cansculptures must be no bigger than 10'W x 10'L x 8'H, cans must be structurally self-supporting, and teams may not use glue to alter cans or deface labels. A jury determines winners in various categories announced at opening night festivities, and then the cansculptures are on public display for two weeks. Award-winning teams from **Canstruction SWVA's** event qualify to compete internationally.

Sponsorship opportunities: **Lora Katz** (Lora@GilliamKatz.com or 540.206.3397)

Volunteers: **Robert Rogers** (rrogers@faswva.org or 540.342.3011, Ext. 7016)

Media inquiries: **Vickie McCormick** (Vickie.McCormick@aecom.com or 540.354.4526)

About Canstruction

Founded in 1992, **Canstruction** promotes the design community and raises food for hunger relief efforts. More than 100 **Canstruction** competitions were held in cities around the world last year, making it one of the largest international food drives.

About Feeding America Southwest Virginia

Feeding America SWVA covers 26 counties, providing nutritious foods to people in our region confronting hunger; safe and nurturing places for children to have a meal; emergency assistance for disaster victims; as well as a chance at self-sufficiency for adults trying to break the cycle of poverty and hunger.

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