



## **FOR IMMEDIATE RELEASE**

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## **PIXAR'S "THE ART OF CARS" EXHIBIT LAUNCHES AT THE PETERSEN**

### **Pixar Animation Studios and the Petersen Automotive Museum Announce "The Art of Cars," an Exhibit Featuring Pre-Production Artwork from the Golden Globe-winning feature film**

**Los Angeles, Calif. (February 2008)** – Route 66 ends this year at Fairfax and Wilshire with the launch of a special exhibition "The Art of *Cars*," the first-ever creative collaboration between Pixar Animation Studios and the Petersen Automotive Museum. "The Art of *Cars*" showcases the artistic process behind the creation of the animated feature film *Cars*. The exhibit will run from March 29 through November 2, 2008.

Inspired by a family trip and his overwhelming love for cars, Director John Lasseter's enthusiasm seeped into every detail of the movie. Lasseter and his team enlisted some of today's most famous automotive personalities to give life to the vehicles, including Paul Newman (Doc Hudson) and racing legends Mario Andretti (as himself), Richard Petty (The King), Michael Schumacher (Ferrari), even Darrell Waltrip and Bob Costas (announcers). "The Art of *Cars*" exhibit guides fans through the process of creating the films' many characters, personalities, and locations.

"When we started working on *Cars*, I knew that getting the details right would be essential to the story," says Lasseter. "The spirit of Route 66 is in every scratch on a fender and every curl of paint on a weathered billboard. Pixar is honored to partner with the Petersen Automotive Museum on the 'The Art of *Cars*' exhibit, so that the public can experience firsthand our passion for the movie through our artists' eyes."

"The Art of *Cars*" exhibit includes more than 60 watercolor and pastel drawings, pencil and marker sketches, and a variety of three-dimensional pieces, including:

- Life-size replicas of the movie's main characters: Lightning McQueen and his tow-truck buddy, Mater

- Three-dimensional maquettes of Mater, Doc Hudson, Sally, and The King, which were used as reference to guide animators when drawing their characters
- Illustrated character studies that illuminate the development of supporting characters Flo and Ramone, Luigi and Guido, Fillmore, Sarge, DJ, and Wingo
- Digital, pencil, and marker sketches interpreting the cars' eyes, gestures, and expressions
- Pencil and marker drawings of the fictional Los Angeles Motor Speedway, Sally's "Cozy Cone" motel, and iconic diners, curio shops, and service stations based on actual locations along "The Mother Road"
- Pastels, watercolors, and pencil sketches of such scenic vistas as Ornament Valley, Cadillac Range, and Radiator Cap Butte, based on familiar landmarks as Arizona's Monument Valley rock formations and the Cadillac Ranch in Amarillo, Texas

"It's been our pleasure working with John Lasseter and his team to create 'The Art of Cars' exhibit" says Dick Messer, Executive Director of the Petersen Automotive Museum. "This movie was very special to me and many other car nuts I know--young and old--because of the way it entertains with real-life references to the racing industry with non-stop action and more than 100 years of automotive history."

**About the Petersen Automotive Museum:**

The Petersen Automotive Museum is a 501(c)(3) non-profit organization, a pioneer in automotive education, and one of the nation's largest and preeminent automotive museums. The Museum is located at 6060 Wilshire Boulevard (at Fairfax) in Los Angeles. Admission prices are \$10 for adults, \$5 for seniors and students with ID, and \$3 for children ages 5 to 12. Museum members and children under five are admitted free. Covered parking is available for \$6 per car. Museum hours are Tuesday through Sunday and holiday Mondays from 10 a.m. to 6 p.m. For general Museum information, call (323) 930-CARS or visit the Museum's website at [www.petersen.org](http://www.petersen.org).

**About Pixar Animation Studios:**

Pixar Animation Studios, a wholly-owned subsidiary of The Walt Disney Company, is an Academy Award®-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation. Creator of some of the most successful and beloved animated films of all time, including Toy Story, Finding Nemo, The Incredibles, Cars, and most recently, Ratatouille. The Northern California studio has won 20 Academy Awards® and its eight films have grossed more than \$4 billion at the worldwide box office to date. The next film release from Disney•Pixar is WALL•E (June 27, 2008).

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