



THE WORLD'S SPLASHIEST PAINTER SPLASHES ON GRIPPY MAT

A black canvas hovers above a darkened stage. The lights come up, the music starts. The artist, holding a paintbrush in each hand, dips them into a can of white paint. Flinging off the excess, he begins to work.

At first, the shapes appear to be nothing more than blobs and streaks. Then an image begins to form. Buildings beneath a starry sky. The red stripes of Old Glory. The energy cranks up a notch. The artist rotates the canvas. Jumps up and slaps paint onto the image with his bare hands.

More white. More red. More streaks of blue. Splatters of yellow. He rotates the canvas upright and the the Statue of Liberty appears, holding her lamp against the New York City skyline.



Israel's painting begins to take shape.



Live-action artist, Michael Israel.

The painter is Michael Israel, humanitarian and live-action artist. Often referred to as a Cirque-du-Soleil-meets-Picasso experience, Israel is acclaimed worldwide for his spirited performances, as well as his charitable work that raises millions of dollars every year.

A standout performer.

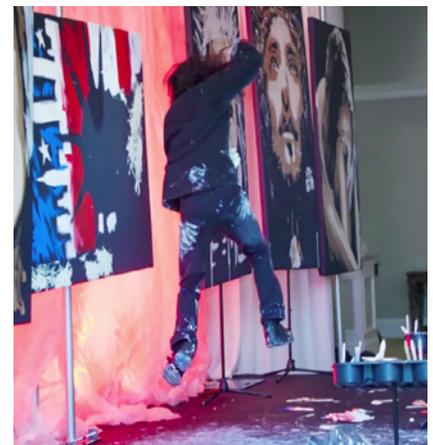
Israel began his professional career in 1974, painting to music years before it became a popular performance art. Although he's not the only live-action artist performing today, he can claim a number of impressive firsts, including making a 16-foot painting

disappear in a puff of smoke before a crowd of 8,000 people and performing on a trampoline while painting on spinning canvases.

"To me, this is the most awesome kind of art," says Israel. "When the music is right, everybody is a part of the art."

A singular style.

To facilitate his unique painting style, Israel created an easel that allows him to rotate his work and paint at angles that would otherwise be impossible to reach. Starting with canvases primed with black gesso, Israel's painting method consists of defining realistic tones, blending and shading to add a 3-dimensional quality to the finished piece. He's also the only artist to employ a special chroma technique that makes the image jump off the canvas when viewing it through 3D glasses.



Grippy Mat provides a safe working surface for Israel's energetic performances.



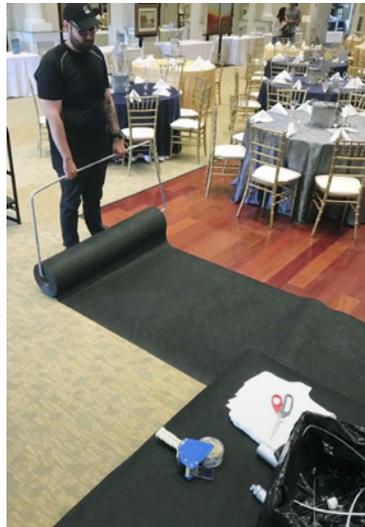
Israel's work is auctioned for charity at the end of his performances.

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Every show takes careful preparation.

The most distinctive feature of Israel's technique is his showmanship — and that means preparing the venue for a flurry of splatters, splashes and spills. To keep expensive hardwood floors and carpeting out of the line of fire, Israel's crew would cover the stage and surrounding area with a black 25' x 40' tarp.



Grippy® Mat saves time during stage prep.

And because a paint-splattered tarp can become dangerously slippery, they would position a 6' x 9' carpet at center stage to provide Israel with safe footing during his performance.

Grippy® Mat takes the show to a new level.

Within the last year, Israel's company retired tarps and rugs and made the switch to PIG Grippy® Mat. The crew simply rolls it out and

cuts it to size to create a protective barrier on the stage, steps and floor around the performance area.

"Grippy Mat changes everything!" says Lee Baines, liaison to Israel. "It's fast, easy to secure and looks great. Not to mention it also keeps the stagehands from tracking paint off the stage to other areas of the venue. We love Grippy!"

Grippy Mat also gives the stage an upscale, professional appearance while providing traction to keep Israel safely on his feet—no matter how splashy he gets. And it prevents paint from leaking through to the surface below.

"I'm thrilled with this Grippy Mat," says Israel. "Just incredible. Instead of the typical plastic Visqueen or tarp ... it's absorbent and paintproof. Really cool stuff."



Grippy Mat gives the performance area a professional appearance and protects the expensive surfaces underneath.



Grippy Mat takes all the splatters and splashes Israel can dish out.



Learn more about Michael Israel at michaelisrael.com.

PIG Grippy Mat is available from New Pig and our fine distribution partners. Visit grippymat.com or call to learn more.



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