

3/7/2017 News release from:

## Shore Icons Mural @ Le Hatchery Galleria

125 Kemp Lane  
Easton, Maryland 21601  
410-310-5070

[www.Lehatchery.Gallery](http://www.Lehatchery.Gallery)

[www.ShoreIcons.com](http://www.ShoreIcons.com)



## FOR IMMEDIATE RELEASE:

April @ Le Hatchery Galleria  
Easton, Maryland

**Easton, MD., March 7, 2017: So, what’s all the talk about the “Shore Icons Mural” at Le Hatchery Galleria, 125 Kemp Lane, Easton, MD?**

Originally conceived as a “street beautification” project in one of Easton’s Enterprise zones, “**Shore Icons Mural**” has evolved into a vision for a world-class educational and tourist attraction. At the heart of “**Shore Icons Mural**” is an expansive mural (13,500 sq. ft.) that will bring to life the often forgotten people, animals, activities and cultural icons that make our life on the Eastern Shore so wonderfully unique. You can see the mural design on [ShoreIcons.com](http://ShoreIcons.com). This is a once in a lifetime opportunity to capture our history and lore and present it in a bigger than life format for Eastern Shore residents and the thousands who visit each year to enjoy. And, we anticipate it will draw thousands more to our area.

We are pleased to announce that nationally recognized artist Michael Rosato has accepted our invitation to paint the “**Shore Icons Mural**”. And, though his works are installed in museums and public venues across the country, Michael’s studio is right here in Cambridge, Maryland; he has deep appreciation for the history, culture and natural landscape that makes this place so special. Attention to detail in his paintings is remarkable and best of all, he paints in the Trompe L’oeil style, which mean “optical illusion” or “trick the eye”—scenes in the mural will feel like you can walk right into them or they’ll appear to be coming off the wall toward you.

To share the creation of this massive painting, we will film the progression of the mural in time lapse and post it on our website. Additionally, we will video via webcam in real time right over the artist’s shoulder and stream it live to the site. We will also use Facebook, Twitter, Instagram, Constant Contact and YouTube to invite others into the process of this unique project. We want to be sure that all our friends and neighbors understand two things:

- 1) How important the history of the “Shore” is to us all; It made us who and what we are today.  
**Be Proud!**
- 2) How thankful we are to all the business and individuals who are making this tribute to the Eastern Shore possible.

This massive painting is going to take over 8 months to complete. We are asking for your financial support. There are many ways you can participate in helping fund the mural. You can sponsor a silo or wall or you can sponsor a White, Brown or Gold Egg with you name painted right on a silo. Please Help Us ! Please call 410 310 7544 or visit our website ***ShoreIcons.com*** to use our ***“Go Fund Me”*** page.

To amplify the impact of the **“Shore Icons Mural”** project, we have applied to Guinness World Records—the folks who recognize “record breaking achievements” for the Largest, Single Artist, Brush Painted Mural in the world. We’re planning our start for mid-April. Come out and celebrate history and watch the painting in progress.

Our new “logo” for this project was also created by Michael Rosato:



For more information, please contact Bob Porter at Le Hatchery Galleria, 125 Kemp Lane, Easton, MD. (cell **410-310-7544**) or email ***Bob@ShoreIcons.com***