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29 PIECES KICKS OFF 'DALLAS LOVE PROJECT' TO HONOR PRESIDENT JOHN F. KENNEDY'S LEGACY UPON THE 50TH ANNIVERSARY OF HIS DEATH

Dallas nonprofit to lead installation of more than 30,000 pieces of love-inspired artwork along the JFK motorcade route and all across Dallas, starting Saturday, September 21, the International Day of Peace

Dallas (September 2013) – After the assassination of President John F. Kennedy in Dallas on November 22, 1963, Dallas was labeled by some as a “City of Hate.” Now, 50 years later, students, community arts organizations, citizens and artists wish to express the idea that Dallas is a city where love thrives through the [Dallas LOVE Project](#). The idea for the project was initiated by [29 Pieces](#), a Dallas-based nonprofit art organization focused on the creation of monumental change through monumental art.

On Saturday, September 21 (International Day of Peace), 29 Pieces will lead a group of volunteers in this city-wide project to install artwork created by Dallas citizens who used the words of great peacemakers, poets, artists, and musicians as inspiration for the creation of more than 30,000 pieces of art to be displayed along the JFK motorcade route and all across Dallas. The artwork will be displayed through the anniversary of the Kennedy's assassination, November 22, 2013.

The Dallas LOVE Project will be installed in five stages, starting Saturday, September 21, 2013 through October 19. Below is a list of venues that will receive artwork from the Dallas LOVE Project on September 21:

- **Parkland Hospital** (from 10 a.m. to noon)
- **Sixth Floor Museum** (from noon to 2 p.m.)
- **Dallas Public Library** (from 2 to 4 p.m.)
- **Thanksgiving Square** (from 4 to 6 p.m.)

"November 22, 1963 was a defining moment for the city of Dallas. The Dallas LOVE Project aims to change the narrative of Dallas, and create a redefining moment." said **Karen Blessen, Founder and Artistic Director of 29 Pieces, Executive Director of the Dallas LOVE Project**. "30,000 pieces of Dallas LOVE Project art are being created by the people of Dallas – a true reflection of the diversity, character and courage of a remarkable city."



Below is more information about the Dallas LOVE Project:

- Led by Dallas LOVE Project leaders, children and adults participated in workshops designed to teach them about JFK's legacy.
- Participants were asked to create their own work of art and message to the world (using quotes from great peacemakers, artists, poets and musicians) that love lives in Dallas.
- Art will be installed at different venues throughout Dallas starting Saturday, September 21, 2013 (International Day of Peace) and will be exhibited through the anniversary of the Kennedy assassination, November 22, 2013.
- The art will be displayed along the JFK motorcade route as well as many other major locations across Dallas, including Whole Foods, Southside on Lamar, the Dallas Public Library, Lincoln Centre, American Red Cross, Ronald McDonald House, and many more.

The Dallas LOVE Project aims to engage 50,000 people and exhibit more than 30,000 love messages to the world. In order to reach this many people, many organizations have stepped up to the place to help bring the project to life. For more information about the Dallas LOVE Project and how to get involved, go to <http://dallasloveproject.is/>.

About the Dallas LOVE Project

After the assassination of President John F. Kennedy in Dallas on November 22, 1963, Dallas was labeled by some as a "City of Hate." That unfortunate label stayed with Dallas for many years. Now, 50 years later, artists, students, and other community arts organizations and citizens will create art to honor President Kennedy and to tell the world that love thrives in Dallas. The "Dallas LOVE Project" is a tribute to JFK that will be expressed in the form of more than 20,000 pieces of unconditional love art installed on September 21st, the International Day of Peace, and displayed through the 50th anniversary of his assassination on November 22, 2013. Each and every work of art will be brought to life by the hands of a Dallas citizen, turning many physical and mental walls across the city of Dallas into galleries of love.

About 29 Pieces

29 pieces is a Dallas-based nonprofit organization focused on the creation of monumental change through monumental art. The art – 29 pieces of sculpture as large as 60 feet tall – currently exists in the form of drawings and models made by Karen Blessen, an accomplished professional artist whose creations grace public spaces like Times Square NYC and, and whose illustrations resulted in the first Pulitzer Prize awarded to a graphic artist. The change – creating peace and justice through social action – is MasterPEACE, a series of 14 project-based lessons that use the arts to teach children about peace and introduce them to the heroes of human rights. The lessons are facilitated by dancers, poets, musicians and other artists. Now in its fifth year, the 14-lesson program has been taught to more than 4,500 Dallas students.