



HERRON SCHOOL of ART + DESIGN

FOR IMMEDIATE RELEASE

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Herron School of Art and Design joins Indy Popcon's stellar line up

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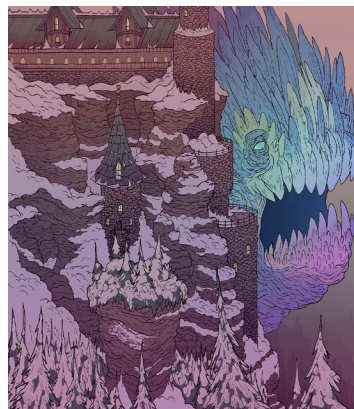
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(l-- r) Joseph Crone, *Salut*, 2012; Ashton Dame, *Kaiju Castle*, 2013
Images courtesy the artists

Herron School of Art and Design and Indy PopCon have joined at the frontal lobes to promote, grow and highlight local artists in an inaugural exposition of popular culture. Opening at the end of May, PopCon will feature hundreds of artists and exhibitors from around the world. Staying true to PopCon's mission of promoting the uber-cool geekiness of the state of Indiana, several artists are Herron faculty and grads.

For PopCon, the decision was an easy one, because the talent and quality from Herron faculty and alumni is very strong. "Many shows look around the country for top talent, but it's important to us that we check our own backyard first," said **Chase Kahlo**, hall coordinator. "Once we started researching, we saw incredible artists and a wealth of talent, so the decision to highlight Herron was an easy one," he said.

Herron School of Art and Design representatives will be at Booth #327 to help attendees find out more about the school's exciting new drawing and illustration major. On Saturday, May 31, a panel comprised of two respected Herron alumni—"young guns" **Joseph Crone** and **Lowell Isaac**—and esteemed Herron professor **Vance Farrow** will share their first-hand experiences and address some of the challenges of breaking into the businesses that rely on artists for their success.

Marc Allen Fishman, Herron alumnus and co-creator of Unshaven Comics, will also be an exhibitor at the event. He provides another example of entrepreneurship and how to succeed in transforming one's passion for the arts into a legitimate business. Fishman has parlayed "pipe dreams discussed over the junior high school lunch table" into a concern that's been going since 2006.

About Herron School of Art and Design

Herron School of Art and Design has produced famous illustrators including: **Norman Bridwell**, creator of Clifford the Big Red Dog; **Jarred Lee**, illustrator of the Scholastic Books *Black Lagoon* series; **Bill Peet** and **Bill Justice**, early Disney animators (Snow White, Chip 'n' Dale, Tigger); and **Rob Day** (*Rolling Stone*, and many other publications).

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For people who want to develop drawing and illustration skills, Herron offers broad exposure to traditional and non-traditional drawing and illustration techniques in all media, including digital technology. Herron has unsurpassed equipment and facilities and a faculty comprised of professional artists, published scholars and working designers.

At Herron, you can pursue a variety of bachelor's and master's degrees, and non-credit courses through community learning programs. Herron is accredited by the National Association of Schools of Art and Design. Herron is included in *US NEWS & WORLD REPORT's* top graduate schools. In the heart of Indianapolis, Herron is a short stroll from the museums of White River State Park and close to the amenities of downtown.

About Indy PopCon

Indy PopCon is a popular culture and comic convention coming to the Indiana Convention Center May 30 – June 1, 2014. The convention has reserved over 150,000 square feet for an estimated crowd of 10,000 attendees and 400 artists and exhibitors over the 3-day convention. Celebrity guests, renowned comic artists, and media personalities will be coming to Indianapolis to sign autographs, interact with fans, and take in the city.

Additional information and media requests may be addressed to Shawn Smith (shawn@indypopcon.com) 317-372-2623.

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