

# MONOPOLY Game 'Comes to Life' in L.A. Exhibit

LOS ANGELES, Calif., March 5, 2013 (SEND2PRESS NEWSWIRE) – Cory Allen Contemporary Art (CACA) announces that L.A. street artist ALEC Monopoly will bring the game of MONOPOLY to life at LAB ART Gallery in Los Angeles, where the artist plans to sell one of his popular pieces for MONOPOLY money and create a designer game piece with actor Adrien Brody's '64 Pontiac Catalina.

"Park Place," ALEC Monopoly's first solo show in Los Angeles, will showcase 360 of the artist's past-to-current paintings as seen on the streets worldwide, primarily featuring the artist's satirical use of the iconic mascot from Hasbro's MONOPOLY board game, Monopoly Man (a.k.a. Mr. Monopoly, Rich "Uncle" Pennybags).

"MONOPOLY has always been a great way to learn how the world turns," said the artist. "And with all games, as in life, we have the opportunity to start-over in order to succeed."

"By using imagery from the game, I think the artist could inspire people to earn money in what is still a tough economy," said LAB ART's Iskander Lemseffer.

The artist plans to sell one of his popular paintings for \$3 million in MONOPOLY money, which equates to 146 classic MONOPOLY board games that come currently stocked with \$20,580 in MONOPOLY money.

"ALEC and LAB ART will be the first artist and gallery to make a MONOPOLY money transaction," said publicist Cory Allen. "MONOPOLY money is no longer play money."



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Actor Adrien Brody will land on "Park Place" opening night with his 1964 Pontiac Catalina, which carries a \$500,000 price tag. The Oscar®-winning actor is furnishing the collector car to be painted for the event as a real-life designer game piece by the L.A. Street Artist.

“I’m proud to support ALEC’s vision,” said Brody. “His work portrays a positive outlook in ways that reminds us that there is always a solution to a problem.”

“Park Place” will open to the public at the world’s largest street art gallery, LAB ART Gallery, owned by brother and sister duo, Iskander Lemseffer and Rachel Joelson, on March 14, 2013 at 7 p.m., located at 217 S. La Brea Avenue in Los Angeles, CA. For more info, contact Cory Allen at 323-393-3115 or visit <http://www.LabArtGallery.com/> .

– PHOTO 300dpi for media: [Send2Press.com/wire/images/13-0305-monopoly\\_300dpi.jpg](http://Send2Press.com/wire/images/13-0305-monopoly_300dpi.jpg) .

– Caption: “Park Place” by ALEC Monopoly (LAB ART Gallery).

– PHOTO: [Send2Press.com/wire/images/13-0305-brodycar\\_72dpi.jpg](http://Send2Press.com/wire/images/13-0305-brodycar_72dpi.jpg) .

– Caption: Adrien Brody’s ’64 Pontiac Catalina.

News issued by: Cory Allen Contemporary Art



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