



## Photographs From King Tut Exhibit Generates Media Buzz Across The South, Says Crush Creative

For Immediate Release

BURBANK, Calif./EWorldWire/Dec. 1, 2008 --- Tutankhamen: The Golden King and the Great Pharaohs in Atlanta were brought to life by Crush Creative, a Southern California based visual communications agency, through vivid photographic elements produced as part of the exhibit.

Television stations from national networks across the U.S. were allowed a sneak peak of the exhibit by the Boisfeuillet Jones Atlanta Civic Center. News reporters were especially drawn by the large photographic prints of the photographs taken by Archeologist Howard Carter of the excavation process of King Tut's tomb. "Having the original photographs tells a story; the viewer can see the wonder in Carter's face but can only guess what he is seeing," describes Bridget Riley of the Emory Wheel.

Museum organizers in Atlanta sent files of high-resolution photos to Crush, where the photographs were translated onto hundreds of square footage of various materials from Broadway cloth to Lambda prints. John Gibson, senior account executive on the project, says, "The Broadway cloth material emulates the feeling of linen which is in keeping with the material of the day, allowing people to experience the past. The nature of the exhibit required each photograph to undergo a specific treatment that would help the photos withstand the length of the display."

Tutankhamen: The Golden King and the Great Pharaohs' exhibit will be on display in Atlanta from November 15, 2008 through May 25, 2009.

Crush Creative has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies Color Edge Art, Color Edge Visual, Comp24 and Crush Creative. Learn more online at '<http://www.crushcreative.com>'.

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