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For Immediate Release

The Sacramento Values Project

Peter Hassen brings extensive public art project to Sacramento

TUESDAY August 21, 2012; Sacramento, Calif—Alongside a volunteer crew, California artist Peter Hassen this fall begins a citywide public art installation called “The Values Project.” Hassen and crew will stencil 1,000 thought-provoking words, such as “Honor” and “Compassion,” in more than 75 parking lots throughout Sacramento.

Sacramento is Hassen’s second installation of values; in 2011 he completed the installation of more than 500 values words in Napa, receiving endorsements from Congressman Mike Thompson, the Arts Council, County Supervisors and Mayor Jill Techel.

Through his work, Hassen finds that values are very personal, yet universally shared. “Values are the most basic thing we all have in common,” Hassen says. “The Values Project is an excellent way for Sacramentans to have a meaningful discussion about the everyday importance of values.”

Crucial to the project are numerous community meetings to brainstorm, discuss and determine a set of values to represent the community. Hassen meets with non-profits, churches, schools, hospitals, libraries, businesses and community groups to give citizens a chance to participate in the process.

Hassen is looking for groups to participate in The Values Project workshops. The roundtable discussions engage people to consider their own core values and how those values can affect our communities, cities and society as a whole. Results of these discussions can be viewed on The Values Project website, www.thevaluesproject.org.

Hassen earned his B.F.A. in Studio Art from the University of Colorado, Boulder. He has exhibited his work, ranging from sculpture, painting, and installation, in national galleries and public lands for more than two decades.

Donations have enabled more than 50 words to be stenciled on asphalt this fall, including parking lots at the Sacramento Boys & Girls Club and W.E.A.V.E. Hassen is looking for a third non-profit to participate in this prepaid stage of the project.

For Hassen, one exciting aspect of the project is working with an all-volunteer crew. “The project relies on local citizens to volunteer and help coordinate it” he says, “making the project something like a community barn-raising.”

The Values Project is not-for-profit and partially funded through individual donations. Tax-deductible donations are welcome and will defray the hard costs of permits, paint, gas and stencils. If you would like to donate or volunteer, contact peter@thevaluesproject.org.

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