

Houston National Bank Explains "The Larger Canvas." Almost.

"The Larger Canvas" Explained.

Houston National Bank has just done something that, to the best of our knowledge, has never been attempted on such a scale. Anywhere.

Like most major banks, we use outdoor advertising. We have leases on five painted billboards well located on Houston freeways. They're 14 feet high by 48 feet wide. That's big.

Now, for the next year, we're going to use these billboards as giant "canvases," reproducing original paintings by five nationally known Houston artists. These paintings, shown on the right, were commissioned by Houston National Bank especially for "The Larger Canvas" project. The boards don't carry any advertising at all, either by the Bank or by the outdoor firms who own the boards.



The Artists: (left to right) James Boynton, Richard Stout, William Anzalone, Dorothy Hood, David Hickman.

Every two months the five "larger canvases" will be moved from one location to another, until each painting has been displayed at each location. This way about 650,000 of you will see every painting.

Now, we're not setting ourselves up as art experts, we didn't even pick the five artists.

Instead, we used a highly qualified expert, Dr. Peter Guenther, Chairman of the Art Department of the University of Houston. Dr. Guenther, himself, was hard pressed to narrow the selection to only five of Houston's many fine artists. But that's all the boards we had.

The artists are William Anzalone, James Boynton, David Hickman, Dorothy Hood, and Richard Stout. Each has created an original work, in his or her own personal style. Especially for "The Larger Canvas."

(The transferring of the paintings to 14' x 48' billboards was done by outdoor company craftsmen working

in conjunction with each artist. A photo negative of the original was made and projected onto the outdoor panels. Using this as a pattern, the pictorial painter then blended his oils to match the original work as he painted the billboard by hand.)

By now you're probably wondering why Houston National Bank has undertaken a project like this.

We feel Houston has an obligation to innovate, to "set the pace" on every front. Particularly in the arts. As a good corporate citizen, Houston National wants to contribute to the awareness and appreciation of fine art by Houstonians. And in a unique medium. By putting our "canvases" on Houston's freeways, we take art to you and beautify our city in the process.

Naturally, we hope "The Larger Canvas" will bring a lot of national publicity to our city. And we'd like to see our lead followed, not just here, but all across the country.

To tell you more about cultural Houston and "The Larger Canvas," we're sponsoring a 30-minute television special tonight at 7:30 on Channel 11. It's called "The Creators."

In addition, the original paintings will be on display in our Tenneco Building lobby for the next few months.

So now you know why we've done what we've done.

We've explained almost everything.

Almost.

Almost everything.

But there's still something a lot of you are going to want us to explain: the paintings themselves.

Sorry. We won't do it.

Remember, we told you Houston National Bank isn't setting itself up as an art expert. That's why we consulted Dr. Guenther. He's given you a choice of five painters who share only one common characteristic. They're all Houstonians.

We hope you enjoy the "larger canvases."

We hope you'll watch for them as you drive around the city. And that you'll talk and think about them.

And we hope you'll be just a little prouder that you're a Houstonian.

We are.

Artist: William Anzalone. Location: Southwest Freeway at Louisiana.



Artist: James Boynton. Location: Memorial at Capitol.



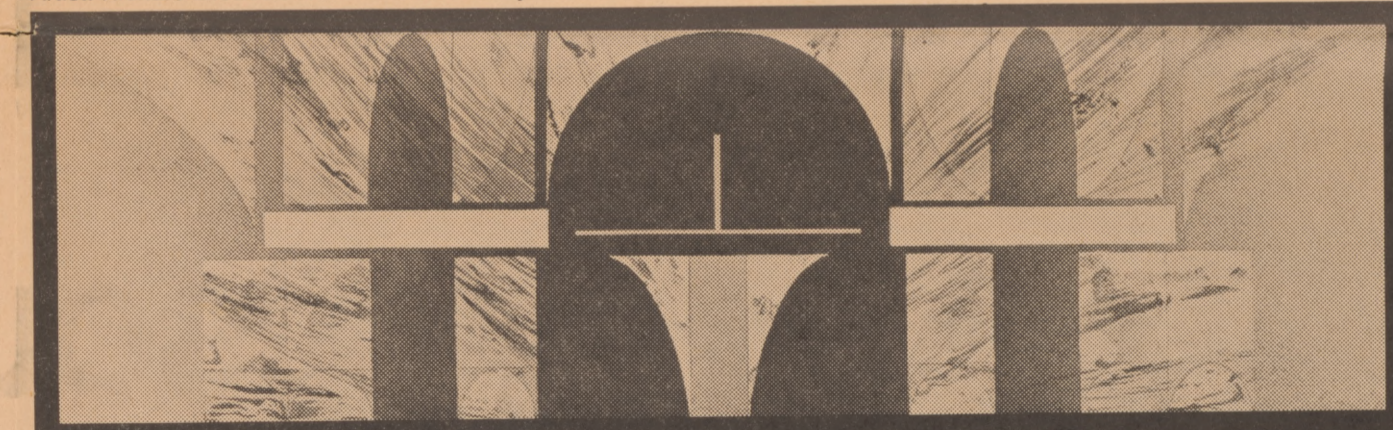
Artist: David Hickman. Location: North Freeway at West Road.



Artist: Dorothy Hood. Location: Eastex Freeway at I. 10.



Artist: Richard Stout. Location: West Freeway at Studemont.



Houston National Bank

The Businessman's Bank/Tenneco Building/Milam and Lamar/229-2211/Member FDIC

