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'THE ART OF DIRT' SHARES VISIONS OF DEVELOPING WORLD

September 1, 2010, Denver, Colo...IDE is proud to present "The Art of Dirt," bringing artwork from eight countries to provide a unique window on rural life in the developing world. The show presents a range of images of rural markets and farming, with works from countries in Central America, Asia and Africa, in a variety of styles from semi-abstract to representative. Several artists, including Ethiopia's 81-year-old Lemma Guya, and emerging Cambodian painter Dina Chhan, are well-known in the international art world; others are largely unknown outside of their own countries and are making their American debut in "The Art of Dirt."

The exhibition, which is the second half of a two-part show highlighting IDE and the people and countries with which we work, opens on September 3, 2010, from 6-9PM at EventGallery 910 Arts, in Denver (910 Santa Fe Drive, Denver, CO.) IDE and gallery staff will be present to provide information about the artwork, the artists, and the IDE-sponsored projects in their countries of origin. The show will run through September 25.

Lakewood-based IDE has been creating income opportunities for poor, rural households in the developing world since 1982. In addition to fine art, "The Art of Dirt" showcases some of the simple technologies, such as the foot-powered treadle pump, low-pressure micro-sprinkler and affordable drip irrigation that IDE develops for poor, rural families. These tools allow farmers better control over their water supply and open up a new world of income-generating possibilities. www.ideorg.org

Artist Dina Chhan has recently been on assignment doing field sketches for IDE Cambodia's rural sanitation project. She understands IDE's work firsthand, as she is an IDE customer who owns a low-cost "Rabbit" Ceramic Water Purifier". To learn more about Dina: <http://www.artistdina.com/about/>

Artwork will be available for purchase, either live or through our online silent auction, starting Sept. 3.

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