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FOR IMMEDIATE RELEASE

Music industry pioneer to exhibit his work at PBCC gallery

Grammy® Award winner Arnold Levine created the forerunner of music videos

(Dec. 13, 2007 – Lake Worth, FL) When rock ‘n roll took the world by storm, Arnold Levine was there in the midst of it. Levine joined CBS Records in 1964 as director of creative services advertising. He spent three decades as vice president of CBS Records and senior vice president of Sony Music, Creative Services where he was responsible for the visual and aural image of the company’s domestic operation, working as art director, album cover designer, film director and producer.

The music industry pioneer is also a gifted photographer and will display his photographs for the exhibit “**A Life in Art and Music—Now and Then**” at the Jan and Gary Dario Gallery in the Humanities Building at Palm Beach Community College in Lake Worth, 4200 Congress Ave.

Levine’s images range from beautifully evocative landscapes to storytelling visuals. The exhibit includes two spectacular 16-ft. murals: children playing in a water fountain square composed of nine photographs to appear as one, and a Fourth of July parade composed of 17 photos that create one version of the parade in motion.

The **artist’s reception is Jan. 10** from 5 to 8 p.m. and is open to the public. Levine’s photographs will be on display from **Jan. 10 to Jan. 30**. His packaging and design work will be on display **Feb. 7-28**

Levine’s greatest claim to fame is pioneering the use of music videos with music video film clips he produced for in-store promotions in the 1970s, which later helped to launch MTV. He produced and directed a music video special for Meatloaf, which caused the musician’s career to skyrocket in the U.S. and Europe. Levine designed album covers and directed and produced films for Tony Bennett, Harry Connick, Jr., Bruce Springsteen, James Taylor, Johnny Cash, Branford Marsalis and many more.

No less important, though, is his peers' recognition of his work: Levine won three Grammys® and received four nominations for art direction for his Miles Davis boxed sets. As the senior executive of the largest and most sophisticated creative service group in the music industry, Levine also:

- Had two videos of Bruce Springsteen place in *Rolling Stone* magazine's "100 Best All Time Videos"
- Directed music video segments for "The Johnny Cash Network Christmas Special"
- After his retirement from Sony, he joined Marsalis Music as art director of the label.

About Palm Beach Community College: Serving more than 46,000 students annually, Palm Beach Community College is the largest institution of higher education in Palm Beach County, providing associate degrees, professional certificates, career and customized training and lifelong learning. Florida's first public community college, PBCC offers more than 100 programs of study at locations in Lake Worth, Boca Raton, Palm Beach Gardens and Belle Glade.

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Editor's note: To download a photo from the Arnold Levine exhibits, go to:

http://www.pbcc.edu/Images/Marketing/Five_umbrellas.jpg

http://www.pbcc.edu/Images/Marketing/miles_abraxas_raw5.jpg