

# IMMEDIA

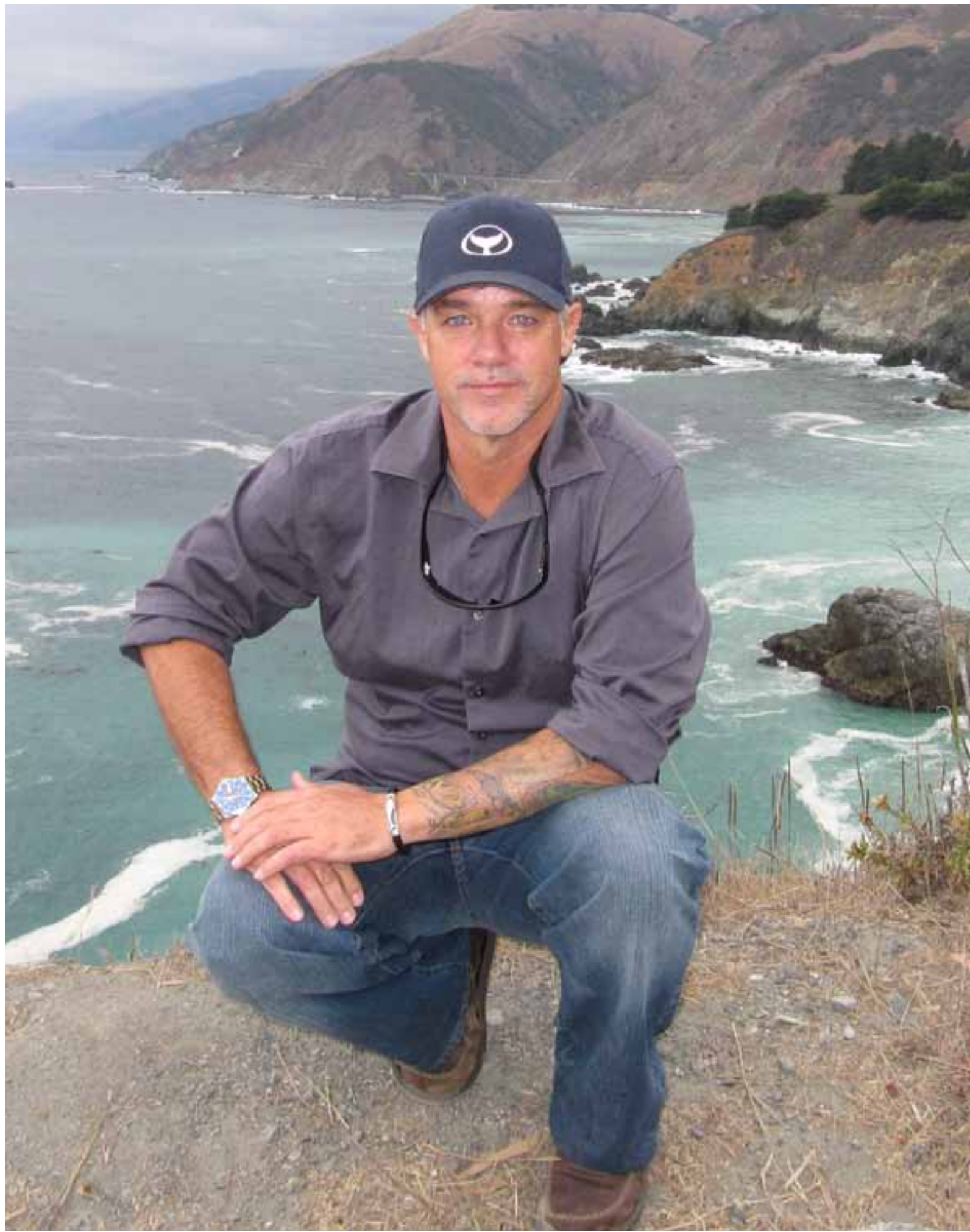


ART. CONSERVATION. COMMUNITY.

WYLAND®



WYLAND FOUNDATION™





## Biography

Acclaimed marine life artist Wyland has earned the distinction as one of America's most unique creative influences and a leading advocate for marine resource conservation. An accomplished painter, sculptor, underwater explorer, photographer, filmmaker, and educator, he has traveled the farthest reaches of the globe for more than thirty years, capturing the raw power and beauty of the aquatic universe.

He is perhaps best known for his monumental Whaling Wall mural project — an epic series of one hundred life-size marine life murals that spans fourteen countries on four continents and is viewed by an estimated 1 billion people every year. His 100th and final Whaling Wall, Hands Across the Oceans, a 24,000-square-foot, half-mile-long series of canvas murals with student artists from 110 countries, was displayed in October 2008 at the National Mall in Washington, D.C., and honored by the National Park Service, Smithsonian Institution, White House Council on Environmental Quality, and the U.S. Department of the Interior.

As President and Founder of the non-profit Wyland Foundation, in partnership with the United States Forest Service and National Oceanographic and Atmospheric Administration (NOAA), Wyland is actively engaged in teaching millions of students around the world to become caring, informed stewards of our ocean, rivers, lakes, estuaries, and wetlands. The artist's efforts for conservation awareness and action have been recognized by the United Nations, Sierra Club, Rotary International, the Underwater Academy of Arts and Sciences, where he is listed among its Diving Hall of Fame, and recently he was inducted into the International Diving Hall of Fame. Numerous conservation groups and renowned scientists have praised his art and mission conservation efforts.

Internationally recognized as an official artist for the 2008/2010 United States Olympic Teams, Wyland has been further honored in the Guinness Book of World Records, Who's Who in American Art, the U.S Department of Commerce / NOAA's 200th Anniversary Celebration, the Natural World Museum's "Art In Action" Campaign, and many national and international publications.

The multi-faceted artist has hosted several television programs, including, "Wyland's Ocean World" series on the Discovery Channel's Animal Planet Network, "Wyland: A Brush With Giants" and "Wyland's Art Studio," a series for national public television. Today, he is considered one of the most influential artists of the 21st Century, with artwork in museums, corporate collections, and private homes in more than one hundred countries.

For more information, visit [wyland.com](http://wyland.com) or contact 800-WYLAND-0.



# THE ART OF WYLAND



*OCEANS* Original oil painting by Wyland, inspired by the 2010 Disney nature film, *OCEANS*.

Since 1978, Wyland Galleries has been the art community's preeminent showcase for the finest in marine life paintings, sculpture and photography. In the spirit of artist Wyland's original vision, Wyland Galleries continues to provide the highest quality fine art, and is considered one of the world's premiere fine art galleries, inspiring art lovers and collectors from over seventy countries. To learn more about Wyland's latest artwork, visit [www.wylandgalleries.com](http://www.wylandgalleries.com) or call 800-WYLAND-0.

Wyland also lends his artwork to partners and licensees to create a unique line of various merchandise—from home decor to swim toys. For more information about Wyland licensing and or partners, go to [http://www.wyland.com/about\\_brandOptions.htm](http://www.wyland.com/about_brandOptions.htm).





# WYLAND FOUNDATION<sup>SM</sup>

Founded by renowned environmental artist Wyland, the Wyland Foundation has helped children and families around the nation to rediscover the importance of healthy oceans and waterways through public art programs, classroom science education, and live events. The foundation gives children the tools they need to become more creative, positive, and solution-oriented. The foundation is a 501c3 non-profit organization and has worked directly with more than one million children since its inception in 1993.

*"If we can pass along our knowledge and appreciation for our planet's natural resources to the next generation, we can leave a legacy that will make all the difference in the world."*

WYLAND



## Wyland Clean Water Challenge

### MOBILE LEARNING CENTER

Ready to roll into any school, the Wyland Clean Water Challenge Mobile Learning Center provides an innovative solution for schools that need an affordable way to increase student knowledge of the function of watersheds and increases understanding of the impact that the children, their families, and communities have on these systems and on the ocean.

Since 2007, the biodiesel powered mobile learning center has traveled across the United States and Baja California, Mexico giving students a unique hands-on educational experience in English and Spanish. The clean water mobile learning center includes such exhibits as a free flowing water exhibit that tells the story of our nation's rivers, computer models to demonstrate the impacts of human activities on local lakes, an interactive demonstration that explores the function of wetlands and estuaries, and an ocean exhibit to showcase the importance of all watersheds. A 4-D theater aboard the clean water mobile classrooms uses "sensory" controls to simulate the transformation of visitors into a drop of water. The mobile learning center coordinates with the Wyland Foundation's "Clean Water Challenge" classroom and Newspapers-in-Education educational programs.



OVER

# 15 YEARS OF PUBLIC SERVICE

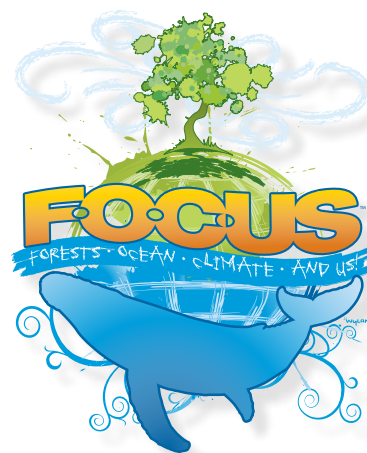
## COMMUNITY EVENTS:

As part of the Wyland Foundation's commitment to the ongoing conservation of the planet's water habitats and resources, the Foundation brings live events to families across the United States and international community. The events use art, science, technology, appearances by Wyland, and stewardship projects such as clean-ups and conservation pledge drives to educate the public about water issues in their region. Visit [wylandfoundation.org](http://wylandfoundation.org) or call 800-WYLAND-0 to learn more about upcoming events.



## FOCUS: FORESTS, OCEAN, CLIMATE AND US:

FOCUS is a nationwide campaign in partnership with the U.S. Forest Service, the National Oceanic and Atmospheric Administration (NOAA), and the Wyland Foundation, which uses the beauty of art and the wonder of science to make kids aware of the shared relationship between the health of each ecosystem and the health of the planet. The health and sustainability of our planet depends on a deep understanding of nature's processes and an appreciation for the planet's natural resources and beauties. The FOCUS program combines classroom, community, and art activities to encourage kids to explore their connection to the environment in creative and conscientious ways. The organizations that have partnered together to create these programs exemplify the cooperative effort needed to engender earth-friendly actions and attitudes that redeem our connection to the earth and to each other.



## CLASSROOM EDUCATION: WYLAND CLEAN WATER CHALLENGE— EXPLORING AQUATIC ECOSYSTEMS

Led by Wyland and Dr. Sylvia Earle, the Wyland Clean Water Challenge program uses science and art activities to guide students as they explore aquatic ecosystems. The wealth of information and variety of hands-on investigations will encourage students to become stewards of Earth's vital water habitats. The lessons and activities align with national science and art education standards. This new and exciting program for Grades 5 through 8 is available through the Wyland Foundation and Blue Star Education.

Learn more at [bluestareducation.com](http://bluestareducation.com)



For more information about these and other Wyland Foundation programs, visit [www.wylandfoundation.org](http://www.wylandfoundation.org)





## PUBLIC AWARENESS: ART IN PUBLIC PLACES WHALING WALL CAMPAIGN

The Wyland Foundation's "Whaling Wall" murals have been raising environmental awareness about our undersea world for over twenty-five years. The 100 monumental life-size murals depict migrating gray whales, breaching humpbacks, blue whales, and other marine life and are viewed by an estimated 1 billion people each year. Most importantly, the murals have helped reshape attitudes about marine life conservation. The impact is extraordinary, especially for anyone who's never seen a picture of a whale anywhere but in a book or on television. All of the Wyland Foundation's Whaling Wall murals are painted in life-size dimensions to help people understand and appreciate the true scale of these magnificent creatures. In July 2008, Wyland painted his 100th and final Whaling Wall, "Hands Across the Oceans," with the help of children from around the world. In conjunction with the 2008 Beijing Cultural Olympic Festival, Wyland and the young artists collaborated to paint the world's aquatic habitats and the animals that live within. The half-mile long mural represents the connectedness of the planet's water and the tremendous impact that each of us can have on our waterways and the diversity of life they contain.





## WYLAND FOUNDATION UPCOMING GOALS

- To inspire the public to act as better stewards of their coasts and water resources through action, education, and art.
- To instill an understanding of human impacts on water resources and aquatic habitats with a particular emphasis on non-point pollution problems and solutions.
- To foster a global awareness of the interconnectedness of all bodies of water and thus each person's connection to the sea, no matter where they live.
- To encourage children to further investigate careers in science and art by providing hands-on activities in these disciplines and access to successful professionals in these fields.
- To create a memorable experience with a lasting impact for people of all ages by building layers of knowledge and understanding through a series of presentations and hands-on activities which require exploration, inquiry, and critical thinking.
- To provide an experiential and educational experience for children who, because of economic, geographic, or cultural reasons, would not otherwise be able to visit the ocean and their regional aquarium.

## WHALING WALL FACTS:

- FIRST WHALING WALL
- TOTAL WHALING WALLS TO DATE
- CITIES
- COUNTRIES

1981 in Laguna Beach, California  
100 Life Size Murals  
79 Cities  
US, Canada, Japan, Australia, France,  
Mexico, Palau, Guam, American Samoa,  
New Zealand, Brazil, United Kingdom, China

- LARGEST  
Whaling Wall 33, "Planet Ocean"  
Largest Mural in the World – May 4, 1992  
Guinness Book of World Records / 3 Acres  
1,280 Ft. in Diameter and 105 Ft. High

Whaling Wall 88, "Marine life of the Gulf"  
New Largest Mural - October 17, 2001  
Destin, Florida 5.25 Acres  
15,000 Gallons of Paint

• TOTAL LENGTH	100 Walls	21,100 Ft.	4 Miles
• TOTAL HEIGHT	100 Walls	5,428 Ft.	543 Stories
• TOTAL SQUARE FOOTAGE	100 Walls	978,715 Sq. Ft.	22.5 Acres
• GALLONS OF PAINT	100 Walls	91,956+ Gallons	

- CURRENTLY THE LARGEST MARINE LIFE ART PROJECT IN THE WORLD
- TOTAL WHALING WALLS COMPLETED – 100 Worldwide
- TIME – 27 Year Project (1981-2008)



## Wyland Accomplishments 1976-2010

1976

- Attended Center for Creative Studies, Detroit, Michigan, Painting and Sculpture Scholarship

1977

- Painted first California murals, "Diver," "Old Sea Captain" and "Golden Bear Musical Stars"

1978

- Opened first Wyland Studio Gallery, Laguna Beach, California

1981

- Completed First Whaling Wall, Laguna Beach, California 140' w x 14' h, Dedicated July 9, 1981, Artist's 25th Birthday

1987

- Completed Whaling Wall 13, "Orca's A-5 Pod" dedicated by Robert Bateman, Victoria, Canada
- Original painting "Orca's A-5 Pod" Provincial Museum, British Columbia, Canada
- Completed Whaling Wall 14, Funabashi, Japan

1991

- Wyland — "The Power of One" — on PBS narrated by Leonard Nimoy

1992

- Completed Whaling Wall 33, Guinness Book of World Records, Largest Mural, Long Beach, CA
- First coffee table book release "The Art of Wyland", Introduction by Robert Bateman

1994

- Founder — Wyland Foundation, a 501(c)(3) non-profit organization
- Completed East Coast Mural Tour — 17 murals 17 cities in 17 weeks from Portland, Maine to Key West, Florida
- Completed West Coast Mural Tour — 13 murals in 8 cities in 8 weeks from Alaska to Mexico

1995

- Who's Who in American Art
- Creator, "Whale Tail" license plates for the State of California, raising over \$43 million dollars to date for California Coastal Commission education programs and outreach

1998

- Wyland Ocean Challenge of America Tour, "50 States in 50 Days." Celebrating the United Nations "International Year of the Ocean." Painting Ocean Murals with students in fifty states at art schools, science centers, and museums
- Inducted into Diving Hall of Fame, Academy of Underwater Arts & Sciences
- Earth Day Peace Bell Award, United Nations, New York City
- United Nations Official Artist "International Year of the Ocean", featuring UN stamp release, "Embraced by the Sea"
- NOGI Award, Underwater Arts & Sciences

1999

- NEA Magazine "Innovator" Spotlight, Wyland Ocean Challenge

1999

- Completed Whaling Wall 84 with Sir Peter Blake, National Maritime Museum, Auckland, New Zealand
- Wyland Foundation Earth Day Awards. Celebrates state and national Wyland Ocean Challenge student achievement.

2001

- Honorary Doctorate / Humanities, American Intercontinental University, Atlanta, Ga.
- Completed Whaling Wall 88, Destin, Florida, New World Record: 5.25 acres

2002

- John M. Olguin Marine Environment Award, Cabrillo Marine Aquarium, San Pedro, Calif.
- Honorary Chairman, Orange County March of Dimes, Walk America
- Artist in Residence, Academy of Underwater Arts & Sciences
- Completed Ceiling Mural, Whaling Wall 89, Pearl Harbor, Hawaii

2003

- Founder Wyland ICON Award - winners include Jacques Cousteau, Lloyd Bridges, Paul Tzimoulis, John J. Cronin, Dr. Sylvia Earle, Dr. Robert Ballard, Ted Danson, Bob Talbot, Lottie and Hans Hass, Dr. Eugenie Clark, Stan Waterman, Rachel Carson, Earnie Brooks, David Doubilet, Zale Parry, and Rodney Fox

2004

- Wyland Ocean Challenge 17-City East Coast Clean-up Tour, from Portland, Maine to Key West, Florida

2005

- Wyland Ocean Challenge West Coast Tour from Alaska to La Paz, Mexico. Program invited communities in three countries along the entire West Coast participate in a series of coastal clean-up and education events
- "Water's Extreme Journey," a traveling exhibition of life-size "clean water" mazes that families can venture through to learn more about their impact on marine based wildlife and water systems.
- Guest on climate change panel with Al Gore at the United Nations World Environment Day in San Francisco, California, panel of seven focusing on climate change
- Completed Whaling Wall 93, New Bedford, Massachusetts

2006

- Wyland Clean Water Challenge "Barging Down the Mississippi" — A 10-State Community Art and Conservation Tour.
- Wyland Ocean Challenge Newspapers-in-Education program broke all NIE participation records when it was requested by over 1,000 classrooms and reached over 26,000 children
- Authored three new books published by Andrews McMeel Universal. The first, a large coffee table book, "Wyland: 25 Years at Sea," as well as "Hold Your Water: 68 Things You Need to Know to Keep Our Planet Blue" and "Swimming Lessons: Nature's Mothers."



## 2006

- One-hour special on the Discovery Channel's Animal Planet Network, "Wyland: A Brush With Giants," explored the variety of large marine life - whale sharks to blue whales - in the Sea of Cortez
- Opened first boutique hotel, the 406-room Wyland Waikiki in downtown Waikiki featuring all aspects of Wyland art

## 2007

- Named an official artist by the USOC for the 2008 Olympic Games in Beijing
- Launched the Clean Water Mobile Learning Center to increase student knowledge of the function of watersheds and understanding of the impact that the children, their families, and communities have on these systems
- Wyland "Every Drop Counts" Nationwide Tour traveled across the United States from the Rocky Mountains to the Chesapeake Bay, the National Aquarium, the Georgia Aquarium to promote a message of a healthy environment, healthy lifestyle, and saving more than 10 million gallons of water., 4th year of the five-year tour
- Wyland Records released Rhythms of the Sea, a new jazz CD featuring some of the greatest jazz artists in the world, with music and melodies written by Wyland
- Founded by Wyland, Guy Harvey and Bob Talbot with a membership of the "Who's Who" of ocean artists, the Ocean Artists Society hosted its second annual meeting and group show at DEMA in Orlando to discuss the distinguished group's objectives to support conservation efforts
- Honorary Doctorate, Art, Laguna Beach College of Art and Design
- Official artist for NOAA's 200th Celebration of Science And Service to the Nation. Official painting, "Ocean Planet," unveiled in Washington, D.C., by Admiral Conrad C. Lautenbacher and Bill Nye, the "Science Guy"
- Launched a complete line of non-toxic water-based oil paints, brushes, and art supplies with Martin / F. Weber Company in an effort to protect kids and parents with environmentally sensitive art supplies
- Published a comprehensive clean water educational curriculum nationwide in partnership with Scripps Institute of Oceanography (UCSD), Dr. Sylvia Earle, and the Wyland Foundation with Teacher Created Resources, with endorsements from the National Rural Educators Association

## 2008

- Named the official artist for the 2008 "International Year of the Reef." Created an original oil painting depicting Florida's coral reefs to commemorate the event titled, "Year of Reef," unveiled at the IYOR Conference at the Smithsonian in Washington, DC
- The United Nations Environmental Programme appointed Wyland as an official artist for its International Children's Painting Competition on the Environment
- Keynote speaker at UNEP International Children's Environment Conference, Stavanger, Norway. Hosted painting event for children from 110 countries
- Unveiled official sculpture and painting for the 2008 US Olympic Team at Art Expo New York
- Completed HD filming of 39 half-hour episodes for television series for PBS, "Wyland's Art Studio."
- Wyland Galleries 30-Year Anniversary Celebration
- Completed Whaling Wall 96, Pago Pago, American Samoa celebrating the International Year of the Reef
- Completed Whaling Wall 97, Plymouth, England
- Completed Whaling Wall 98 at the National Aquarium in Santos, Brazil

## 2008

- Completed Whaling Wall 99, North Lauderdale, Florida — the last Whaling Wall in America
- Wyland Waikiki nominated "Best New Hotel in Hawaii"
- Completed Whaling Wall 100, July 7 – July 21, 2008, in Beijing, China, for the Green Olympics. Paints half-mile of canvas with kids from Olympic and United Nations member countries. The project titled "Hands Across the Ocean" is an official event for the 2008 Beijing Olympic Cultural Festival.
- Dedicated his first monumental sculpture, "Faster, Higher, Stronger," to commemorate the Beijing Green Olympics at the International Sculpture Park in Beijing, China. This is the first of the 100 sculpture project to be completed in the next 25 years.
- Published 20th book, "Wyland — One Hundred Whaling Walls"
- Winner in the OCEAN VIEWS 2008 PHOTOGRAPHY COMPETITION Photograph displayed in an exhibition at the Smithsonian National Museum of Natural History, in Washington, D.C.
- Wyland's final Whaling Wall, "Hands Across the Oceans," a collaboration with more than 3,000 children from 110 countries, was welcomed to the United States National Mall, Sept. 26 - Oct. 3, 2008, to inaugurate the Sant Ocean Hall at the Smithsonian National Museum of Natural History
- Created the "Green Artist Challenge" for the New York and Las Vegas International Art Expo
- Speaker, Blue Vision Summit in Washington, D.C., for national ocean policy
- Painted the largest painting of Earth on top of the Long Beach Sports Arena in celebration of Earth Day 2009
- Restored the Guinness Book of World Record's Largest Mural, Whaling Wall 33, Ocean Planet, in Long Beach, California
- Unveiled 4,000-square foot supergraphic based on Wyland original artwork, "Earth: The Blue Planet," for the world premier of Disneynature's first feature film, EARTH
- Official judge for the United Nation Environment Programme Art Contest
- Launched FOCUS (Forests, Ocean, Climate – and Us) in partnership with the US Forest Service and the National Oceanographic and Atmospheric Administration (NOAA) to educate children about the interconnectedness of our natural resources and habitats
- Engage Today presenter with the Dalai Lama, Sir Richard Branson, and other global inspiration leaders
- Co-creator, South Florida Mayor's Challenge, an initiative to challenge mayors in 80 cities in South Florida to reduce water waste and consumption. Resulted in a savings of 31,557,845 gallons of water and a reduction of 1,452,522 pounds of landfill waste. Held in conjunction with the South Florida Living Green Fair, Dania Beach, FL
- Wyland: Earth Day named Best San Diego Film at the 2009 San Diego Film Festival
- Painted ocean-themed mural with hundreds of students in St. John, Antigua to inspire the island nature to better care for its marine ecosystems

## 2010

- Named a USOC official artist for 2010 Olympic games in Vancouver, Canada
- Inducted into the International SCUBA Diving Hall of Fame
- Restored Whaling Wall 56 in Vancouver, Canada, in conjunction with wildlife artist Robert Bateman and the 2010 Winter Olympic Games
- Opened the first Wyland's Ocean Blue restaurant in Fairview, TX.
- Explorer, Elysium Expedition to the Antarctica Peninsula and South Georgia
- Inducted into the Explorer's Club as a Fellow National.

For more information about Wyland visit [wyland.com/currents.aspx](http://wyland.com/currents.aspx) and sign up to receive the monthly newsletter Currents

# What People are Saying

## ABOUT WYLAND AND THE WYLAND FOUNDATION

*"Wyland is a Marine Michelangelo."*

USA TODAY

*"There is no better way to get people involved with the oceans than through their hearts, and Wyland has touched the hearts of people everywhere."*

Ted Danson & Mary Steenburgen  
Actors

*"Wyland is considered by many to be the finest environmental artist in the world."*

The Congressional Record,  
Vol 139, No. 112 - Part II

*"Thank you for dedicating your time, talents, and energy to educating others about the importance of conservation. Your efforts to promote responsible stewardship of the environment are helping to maintain the world's oceans for future generations, and I am grateful for your good work."*

George W. Bush,  
President of the United States

*"You have my admiration for your good work to raise awareness about the environment through public art. President Bush joins me in sending best wishes."*

First Lady Mrs. Laura Bush

*"... I share your commitment to protecting the environment for future generations."*

Bill Clinton,  
President of the United States

*"Your organization is making an invaluable contribution to the effort to promote environmental awareness among our youth and to encourage them to continue their own efforts... please accept my congratulations on your success and my best wishes for the future."*

Al Gore,  
Former Vice President of the United States

*"Your larger than life murals across the country have heightened the awareness of our precious ocean resources. I share your enthusiasm with respect to the powerful educational tool an ocean mural challenge can be to our students."*

Daniel K. Inouye,  
United States Senator

*"On behalf of the United Nations Environment Programme I would like to congratulate you on your very timely efforts towards preserving the oceans of the planet. I would also like to extend my sincere compliments to you on your extremely beautiful and ambitious work."*

Joanne Fox-Przeworski, Director,  
Regional Office for North America,  
United Nations Environment Programme

*"We wish to congratulate your organization on its leadership in actively supporting the same goals of our organization: saving and restoring our aquatic environments. You are truly making a difference in our nation and will see tangible improvements to the landscape scale ecology of the world."*

William A. Hubbard,  
Executive Director of Coastal America Foundation

*"You are a globally recognized artist with the extraordinary gift for bringing the marine environment into the daily lives of children and adults, helping them appreciate its majestic beauty. Your talent and passion allow you to serve as a respected ambassador to the undersea world. With our common goal of ensuring the health of our seas, your inspirational creativity and NOAA's rich heritage, our monumental partnership would be the perfect bridge connecting the worlds of art and science to preserve our precious resource."*

Conrad C. Lautenbacher, Jr.,  
Vice Admiral Navy (Ret.), Under Secretary of Commerce  
for Oceans and Atmosphere



*"Cousteau made films and wrote books. Others take photographs. Some write, or sing or conduct research. Wyland paints, but he also conveys to an ever-widening audience his concern and passion for taking care of the natural systems that take care of us by involving us in spectacular, engaging, moving ways."*

Dr. Sylvia A. Earle,  
Founder, DOER; Researcher in Residence,  
National Geographic Society

*"Empowering young people through artistic expression is both effective and noble. I hope we'll have a chance to work together on these issues of common concern."*

C. Richard Allen, President and CEO,  
National Geographic Ventures

*"Your creative talents and your ongoing endeavors to inspire and educate young people about marine life and the beauty and fragility of the ocean are deeply appreciated. Through your paintings and murals, your public art, your research and teaching programmes you have encourage thousands to join in respecting and preserving this precious resource. I also share and commend you on your theme: "One person can make a difference" — a phrase I often use in my own public remarks."*

Kofi A. Annan,  
Former Secretary-General, United Nations

*"I'm honored... to be a part of your project, and I think the Wyland Challenge is a wonderful way of engaging millions of children in the ocean and conservation."*

Dr. Robert Ballard, Ocean Explorer

*"You have given multitudes a glimpse of "the most beautiful things" and inspired a passion for nature in many."*

Carl Levin, United States Senator

*"Wyland brings the voices of the great and intelligent mammals of the sea from the depths of the oceans into the hearts and lives of hundreds of thousands of people around the world."*

Jane Goodall, Scientist and Author

*"Your incredible artwork has most certainly helped raise the importance of environmental awareness ... and people of all ages marvel at the god given talent you have displayed throughout these many years!"*

The Rev. Robert Schuller  
of the Crystal Cathedral

*"Wyland's impressive murals of our ocean planet have helped many people understand and enjoy the beauty and wonder of our incredible marine life."*

Barbara Boxer,  
United States Senator

*"You and the Wyland Foundation are an outstanding example of what a difference one person can make as you influence people to change the world."*

Melissa Poe, Founder of Kids  
for a Clean Environment

*"Your dedication to the environment and your advocacy for marine resource preservation are an inspiration to people everywhere, and especially to the young environmentalists of tomorrow."*

Amy Fraenkel, Director,  
United Nations Environment Programme,  
Regional Office for North America



artist profile

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# Larger than Life

*Renowned marine-life artist  
Wyland makes a difference one  
painting at a time.*

By JENNIFER DULIN WILEY  
ABN Managing Editor

**I**t's fitting that a wildly passionate and ambitious marine-life artist like Wyland would spend the last 27 years creating life-size murals in destinations across the globe—the artist himself is larger than life.

Hailed a "Marine Michelangelo" by USA Today, Wyland has captivated more than 800,000 collectors in 100 countries with his powerful renditions of the undersea universe. His recently completed Whaling Wall project—an extraordinary series of 100 life-size marine murals spanning 12 countries and four continents—is viewed by an estimated 1 billion people each year. Such efforts have prompted recognition from the United Nations, Sierra Club and the Underwater Academy of Arts and Sciences, among others, not to mention securing his spots in the Guinness Book of World Records, Who's Who in American Art and the Diving Hall of Fame.

But what's most inspiring about this passionate artist is his incredible zest for life and tenacious dedication to his cause.

"Every day, I get out of bed and figure out how much fun I can have," Wyland says. "Art is the greatest gig in the world, but you have to be enthusiastic, you have to be sincere, and you have to be a good person. ... My art is about spreading the message that if people see the beauty in nature, they will work to preserve it."

Wyland was wise beyond his years when it came to the idea of environmental conservation. The artist began advocating the cause more than 30 years ago, long before anyone referred to green as anything more than a color. His love of all things marine came even earlier. A trip to the West Coast at age 14 sealed the Detroit native's fate as a marine-life artist as he stood in awe at his first glimpse of two grey whales.

◀ The Olympic-inspired sculpture "Faster, Higher, Stronger" is the first of 100 monumental sculptures Wyland plans to create over the next 25 years.



From then on, all of his energies remained focused on the study, preservation and artistic expression of these and other marine life.

Eager to return to the beautiful waters of Laguna Beach, Calif. (the locale of his first whale sighting), Wyland undertook an intensive course load at Detroit's Center for Creative Studies to complete six years' worth of education in two short years before heading West to live out his dream.

"It has been a great ride," Wyland says. "I started out as the classic starving artist. As the environmental movement grew in the '70s, I was positioned perfectly to be an artist that could be involved and make a difference. I don't know if it was luck or fate, but I was definitely in the right place at the right time."

As fate would have it, Wyland painted his first life-size mural at the very spot of his first ocean experience in Laguna Beach. "I suddenly realized that I should be painting whales, my favorite subject, on the sides of buildings to capture the immense size and spirit of these animals. Once I painted that wall and saw the impact it had on the community, I knew I was on to something. So, I decided that I would paint 100 walls over the next 30 years."

And paint he did. Depicting all of the great whale species in their various habitats, Wyland spread his message not only with his signature murals, but also through more traditional mediums, such as oil, watercolor, photography and sculpture. His 33' Whaling Wall in Long Beach, Calif.—a 3-acre mural that consumed 7,000 gallons of paint—was proclaimed the largest mural in the world by the Guinness Book of World Records in 1992.

The versatile and highly prolific artist (In addition to his mural quest, Wyland paints one new piece to be released on his Web site each month.) approaches traditional-size works in the same way he does his massive





► **"Faster, Higher, Stronger,"** a lighthouse sculpture honoring the 2008 Summer Olympic Games

murals. He begins the canvas' transformation by painting the ocean or natural background as if it were a giant Polaroid. Once the environment is complete, he imagines the sea animals

he sees during his frequent SCUBA diving adventures and begins placing them in relation to one another, just how the creatures would interact in their natural world.

Wyland's signature interpretation of Romantic Realism is an evolution of the classic marine art he created in his formative years. Much like the artist himself, the art exudes a joyful celebration of life that no viewer can deny. Recent exploration in Abstract Expressionism has provided Wyland with yet another vehicle to spread his message while further expanding his dynamic repertoire.

"Seeing the beauty that I have over the last 25 years of diving, it is great to be able to share and tell the story of these beautiful aquatic animals," Wyland explains. "Right now, in our history, we've got about 10 years to protect what we have for ourselves and future generations. I think art can play a very significant role in how people view our natural world, and the artist may play one of the most important roles of all."

As a leader of the movement, Wyland remains green in every possible aspect of his art, from subject matter and materials to environmental contributions and the founding of the successful Wyland Foundation, a non-profit organization dedicated to promoting, protecting and preserving the world's waterways.

But Wyland isn't in it for the recognition—his ultimate goal is to join artists from around the world in the cause. "I like collaborations with other artists and the idea of coming together for a cause," Wyland says.

"Artists are going to come up with things that scientists and other people never could—look at Leonardo Da Vinci. I'm really excited for all artists to go green all over the world."

◀ **"Water Planet"**

**"Sea Turtle Flight"** ▶



▲ Clockwise from top: Children from more than 250 nations joined Wyland in Beijing last month for the "Hands Across the Oceans" mural project; Wyland celebrates with young artists in Destin, Fla.; Wyland paints with area kids during the 2004 Ocean Challenge East Coast test.

Thanks to Wyland and other artist activists, the movement is gaining momentum within the art community. Artists Romero Britto and Guy Harvey recently joined Wyland in the creation of his 99th Whaling Wall in North Lauderdale, Fla. And, following his appearance at the upcoming Artexpo Las Vegas, Wyland will lead one of the largest-scale artist collaborations of his career—the Artexpo New York Green Challenge. "We're going to breathe some green life into the show," Wyland says. "With so many talented artists uniting and putting their heads together for a cause, we can really do something great."

But why stop there? Wyland certainly doesn't intend to. His 100th Whaling Wall, created in Beijing to celebrate the Summer Olympics, is getting children involved, too. Kids from more than 250 countries helped paint the native aquatic life on a 2-mile-long canvas as part of a project that has been dubbed "Hands Across the Oceans," an initiative signifying the connection of all humanity through water.

What's more, Wyland unveiled the first piece in his next epic journey to span the next 25 years. "Faster, Higher, Stronger," a monumental Olympic sculpture erected in the Beijing International Sculpture Park on July 22, signified the first of 100 monumental sculptures with water elements to be created by Wyland in 100 cities across the globe.

His lighthearted response to revealing the news: "It's no big thing!"

Naturally, the monumental sculpture expedition isn't the only "big thing" Wyland has in the works. He's currently composing a second Wyland Records release of blues tunes to follow his original "Rhythm of the Sea" jazz album, a creative collaboration with 11 of his musician friends. Plus, the year-old Wyland Waikiki was just voted the No. 1 new hotel in Hawaii.

The ability to juggle it all is never a thought that enters Wyland's mind. For him, it's simply a way of life. "I always said that I'm going to invest in myself and my art—whether I make it or not—because it gives me life," Wyland says. "Art is life, and life is art, so immerse yourself in it. Art is the greatest job ever, and the best opportunity is today. So artists, if you're reading this: Keep working towards your dreams. Disney said, 'If you can dream it, you can do it,' and he was right." **ANN**

SCULPTURE

Wyland Worldwide LLC, 800-495-2670, [www.wyland.com](http://www.wyland.com)

Access the podcast interview and slideshow of Wyland's work online now at [www.artbusinessnews.com](http://www.artbusinessnews.com)



# What People are Saying ABOUT WYLAND AND THE WYLAND FOUNDATION

## Weather

Today: Partly sunny.  
High 22, Low 11.  
Friday: Showers.  
High 19, Low 9.  
Details: B18

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# The Washington Post

THURSDAY, NOVEMBER 8, 2007

MARYLAND  
FINAL

35¢



Kids line up outside the National Aquarium in Baltimore to learn about the importance of keeping our water supply clean. Below, Upper Marlboro's Tremon Bailey looks at the wetlands exhibit.



## H<sub>2</sub>O oohhh!

Mural Project Helps Kids Think About Protecting the Bay

Sharks, jellyfish and even a butterfly swim across a large canvas that was outside the National Aquarium in Baltimore. For some 300 kids who visited the aquarium last month, the painting they made — butterfly and all — is how they envision a clean Chesapeake Bay. The kids were inspired (and helped) by the one-named artist Wyland, a painter who specializes in water scenes.

Wyland travels the country with a specially outfitted education trailer, aiming to get kids thinking about how they can protect the lakes, rivers and oceans near their homes.

"I believe that by them creating art they will become more aware and better stewards," or caretakers, of the environment, he said.

The Chesapeake Bay is the country's largest estuary (pronounced ESS-tyoo-AIR-ee), it's a partly enclosed area where fresh water and salt water mix. More than 90 percent of U.S. estuaries, including the Chesapeake, are polluted, according to government scientists.

Pollution from trash, lawn fertilizers and other sources greatly affects the bay's ecosystem, according to the Chesapeake Bay Foundation. As a result, millions of fish and other marine creatures are killed every year.

In the trailer, Wyland teaches kids about watersheds and how the things people do miles away from an ocean or bay eventually can affect the quality of water there. Kids can follow a drop of water through the water cycle and learn how man-made pollutants affect the environment.

"I knew a lot about [the water cycle] but not as much as I know now," Zeffany Moorehead, 15, of Bloomington, Maryland, said while visiting the exhibit in Baltimore.

Wyland, 51, has been interested in protecting the oceans since he was a kid. He first saw an ocean at age 13 and jumped into the Pacific as two gray whales swam nearby. "It was like seeing a dinosaur," he recalled, his voice still filled with awe.

He has dedicated his life to protecting whales by painting life-size murals, which he calls Whaling Walls, that encourage people to think about the importance of clean water. He gets kids to paint, too. His 100th mural with kids will be painted next summer in Beijing, China, before the Olympics.

Clinton's Emmanuel Pullen, 8, who helped paint the Baltimore mural with classmates from Elacofence Christian School, said he learned that "God's creatures are very interesting" and that pollution "is not good for the sea animals."

— Amy Brundett

Can't attend the show? You can see this show for you! Visit [www.nationalaquarium.com](http://www.nationalaquarium.com) and [www.kidsonline.com](http://www.kidsonline.com) to learn more about the show and what you can see.



### Did You Know . . .

Over 60% of water pollution comes from sources on land, including cars that leak oil.

Percentage of U.S. residents that recycle household and other chemicals.

As cars and bottles disappear, they release toxins.

U.S. water sources are polluted by swimming or fishing.

Recycle your trash.  
Take shorter showers.  
Walk or bike short distances.  
Use low-toxic cleaners.  
Use a reusable water bottle.

### How Kids Can Help The Environment

- Recycle your trash.
- Take shorter showers.
- Walk or bike short distances.
- Use low-toxic cleaners.
- Use a reusable water bottle.

SOURCES: American Chemical National Council and Environmental Administration

Wyland travels around the country and has kids paint water scenes.







# Wisconsin State Journal

WWW.MADISON.COM/WSJ

WEDNESDAY, OCTOBER 11, 2006

MADISON, WISCONSIN



Photo by KYLE PHILLIPS for the Wisconsin State Journal

## SEEING A WORLD



Artist Wyland shows a painting technique to a Cherokee Heights Middle School student, above, during a stop at the school on Tuesday. Wyland, who uses only his last name, is known worldwide for his marine paintings and his Wyland Foundation tours promoting water conservation. He painted one of his "Whaling Walls" on the side of the Milwaukee County Courthouse Annex. At LEFT: Wyland and Cherokee Heights Middle School students gather around a 7-foot-by-20-foot mural the students painted Tuesday as part of Wyland's Clean Water Tour. The school was chosen through a national contest to be a part of Wyland's nine-state tour along the Mississippi River.

**IMAGES:** These photos correspond to the enclosed CD.



DIGY070905\_2099.tif  
Young artist takes part in collaborative marine mosaic on the 2005 West Coast Tour.



DIG1008f6\_0047.tif  
Adding rays of sunshine to the Mississippi River mural in Dubuque, Iowa - Oct. 2006.



DIG1018f6\_0356.tif  
Water quality education on the 2006 Barging Down the Mississippi Tour.



DIG0701f5\_0170.tif  
Wyland and kids celebrate at the Water's Extreme Journey Maze.



DIGG1010f7\_3282.tif  
Students line up to explore the Wyland Clean Water Mobile Learning Center in Baltimore, MD —Oct. 2007.



DIGG1119b8\_0114.tif  
Students explore the Wyland Clean Water Mobile Learning Center in Tijuana, Mexico — Nov. 2008.



DIG14mb072504\_0182.tif  
Wyland paints with young artists on the 2004 Wyland Ocean Challenge East Coast Tour.



101304\_02xx88Rprint.tif  
Wyland and young artists in Destin, FL.



121103\_06WOC03\_Birch.tif  
Taking a break with students and the Birch Aquarium during the 11-city 2003 Wyland Ocean Challenge "Underwater Village" tour, co-sponsored by the Scripps Institution of Oceanography (UCSD).



121803\_04WOC03\_Birch.tif  
Wyland paints with students at the Birch Aquarium at Scripps.



Digg0714f8\_7355.tif  
Student studies Wyland's Mediterranean Monk Seal for "Hands Across the Ocean" Beijing, China - July 2008.



Digg0716f8\_8848.tif  
Young Artists take part in "Hands Across the Ocean" in Beijing, China - July 2008.





PaintingBlueWhales.eps  
Painting the world's largest mammal - a blue whale and her calf in Hollywood, CA for Whaling Wall 63.



DIG1008f6\_499.tif  
Wyland at the National Mississippi River Museum and Aquarium in Dubuque, IA on the 2006 Barging down the Mississippi River Tour.



DIG 030805\_1890.tif  
Wyland on a photographic expedition in the Sea of Cortez.



C29504\_222.tif  
The artist painting a breaching humpback whale in Honolulu, Hawaii for Whaling Wall 6.



DolphinWelcomeClay\_05.eps  
Sculpting a dolphin at the foundry in Sandy, Oregon.



DIG030805\_1911.tif  
Free diving with humpback whales near the Silver Bank, Dominican Republic



C26041\_001.tif  
Taking a break from creating his first mural in Laguna Beach - 1981.



DIGG0930f8\_9583.tif  
Whaling Wall 100 "Hands Across the Oceans" on display at the National Mall in Washington D.C. - Oct. 2008.



DIG20m012306\_0109.tif  
Wyland Painting "Two Worlds of Paradise".



081205\_MymosaicWOC05sm.tif  
Wyland Portrait.



DIG092703\_53ww52.tif  
Wyland and Whaling Wall 52 in Key West, FL.



ww33.tif  
Whaling Wall 33, "Planet Ocean", Long Beach Convention Center, Long Beach, CA. Largest mural in the world, as listed, May 4, 1992, Guinness Book of World Records. 1, 280 ft. in diameter and 105 ft. high.



DIGG081308\_9109.tif  
Wyland's Monumental Sculpture "Faster, Higher, Stronger" was unveiled at the International Sculpture Park in Beijing, China for the 2008 Olympics.

# WYLAND FOUNDATION

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501(c)(3) non-profit organization

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