

# PRESS RELEASE

## FROM NEW LIFE ART, INC.

Release Date: May 28, 2010

---

HOOVER, AL

### **“A CRIMSON TRADITION”**

Artist Daniel A. Moore has just completed *A Crimson Tradition*, his latest creation in acrylics and oils. This masterwork is the artist’s special commemoration of Alabama’s win over Texas in the 2009 BCS National Championship Game. The painting also pays tribute to the Crimson Tide’s rich tradition of thirteen National Championships.

True to Moore’s innovative use of symbolism that has become a hallmark of his artistic style and matching his remarkable talent for painting, *A Crimson Tradition* delivers. As with many of Moore’s works, the symbolism starts with the composition itself. Around the central figure of Coach Saban the game’s key plays unfold. These unifying circular elements suggest to the viewer that the National Championship trophy is the fulfillment of Coach Saban’s “process,” as understood and exemplified on the field by his players. The results of the “process” and effort are displayed for posterity by the score of the game and the number of national championships, carried via the jerseys of the Texas players on the sideline. These players are joined by others, including coaches Mack Brown and Major Applewhite. All watch in disbelief as the game’s Defensive MVP, Marcell Dareus, rumbles in for a touchdown after his unlikely interception of Garrett Gilbert’s shovel pass just before halftime.

Only upon further inspection of the painting’s amazing detail, does the viewer notice the miniature portraits of the four former Alabama National Championship coaches. They are subtly and painstakingly rendered into the facets of the crystal football.

The artists explains, “On a deeper look, one sees that Coach Saban is doing more than just celebrating the 2009 National Championship – he is paying homage to Wallace Wade, Frank Thomas, Paul “Bear” Bryant, and Gene Stallings as he joins these legendary coaches as masterbuilders of the “Crimson Tradition.”

All appear to cast a bright eye towards future Crimson accomplishments. The artist continues:

“Some lenses break down light into the colors of the spectrum – like a rainbow. Others focus and magnify. Still, others illuminate. A good friend noted that it was my artistic

license that allowed me to defy science by using the facets of the crystal football as lenses to illuminate a singular vision of the past, present and future leaders of the Crimson Tide. Indeed, I wanted that Crimson light from bygone eras to once again illuminate the viewers' faces with the universal spirit and tradition that uniquely belong to Alabama, as it guides us as to who we are to become in the future."

## **PART OF "THE GREATEST SEASON EVER SERIES"**

*A Crimson Tradition* is the second in a series of five masterworks commemorating Alabama's 2009 championship season. The artist has dubbed this series "The Greatest Season Ever." And for good reason.

"Alabama's 2009 season was clearly 'The Greatest Season Ever' in collegiate football history," the artist insists. "No team in history has gone undefeated with fourteen wins, and has won the National Championship, its respective conference championship and the Heisman Trophy – all in the same season. I am striving to make each painting in this series a worthy expression and documentation of such a tremendous and unprecedented accomplishment. So far, I am very pleased with the first two pieces."

"The Greatest Season Ever" commemorative print project is both ambitious and unprecedented.

Moore explains, "Rather than try to throw everything into a single image, I have decided to give the major accomplishments – the National Championship, the SEC Championship and the Heisman Trophy – the attention they deserve by devoting a major painting to each of these historic feats. Undoubtedly, the character of the 2009 edition of the Crimson Tide will be reflected in each of these three paintings, but there are also key moments in two regular season games that I am including in the series. *Maximum Block* was the first to be released. It is my portrait of the heart and soul of a very special Alabama defensive unit. The other will be the drive against Auburn, which will portray the dogged determination of the 2009 offense."

New Life Art is offering Moore's paintings of the 2009 season as "The Greatest Season Ever," a collector's suite of five Limited Edition Fine Art Prints, each with matching edition numbers. All five prints in the suite will be made available on an individual basis. The fine art print of *A Crimson Tradition* presents the last opportunity for collectors to purchase the 5-print suite of "The Greatest Season Ever" prints with matching edition numbers.

## **ARTIST'S BIOGRAPHICAL INFORMATION**

Since 1979, Daniel A. Moore has documented the great events, coaches and players from Alabama's storied past on his numerous canvases. His body of work includes a retrospective series of 41 watercolor paintings published in his book, *Iron Bowl Gold*,

with commentaries by renowned sportscaster, Keith Jackson. Moore created his first painting on Alabama Football, *The Goal Line Stand*, just three years after earning his Fine Arts degree from the University of Alabama in Tuscaloosa. Limited edition prints of the painting, released at \$35 each, soon sold out and have since become a collector's dream. With prints having now sold for upwards of \$3,000 on the secondary market, it is no wonder that *The Goal Line Stand* was recently proclaimed by *Sports Illustrated* as "Alabama's most beloved work of art." But generally speaking, Moore's work becomes significant parts of family heirloom collections which are passed down to future generations of sports enthusiasts and art lovers alike. Over the years, those who acquire Daniel Moore fine art prints have come to understand that they must exercise some of Moore's own patience before they can receive the final product.

"I've never been a believer in sacrificing quality for the sake of market expediency," noted Moore. "Partly in respect of the standard of excellence set by Coach Bryant, I made a commitment with *The Goal Line Stand* that any of my paintings depicting my alma mater, would receive my very best effort. Much of what is out there in the regional sports art print market today is produced from computer-generated art or computer-enhanced photographs – with any final original work being "virtual art" and held in a digital file. I like the fact that when I am finished with an original painting, I have the physical canvas to show for the effort – the canvas holding and conveying my imagery through vibrant oils. The classical art of oil painting on canvas takes both time and effort. The length of time it takes to complete any given painting is dependent upon its degree of realism and detail as well as the complexity of its composition. *Maximum Block* and *A Crimson Tradition* are both prime examples of complex paintings with a lot of detail, with each canvas requiring about a thousand hours of work."

## **PRINT RELEASE AND ORDERING INFORMATION**

Prints are currently in production and orders will be taken through June 18th. Orders may be placed online at [www.newlifeart.com](http://www.newlifeart.com) or by calling 1-800-735-2787 or through authorized New Life Art print dealers.

END