

MEDIA KIT

www.blackprintdesign.com

Blackprints

A photograph of a woman with long dark hair, wearing a blue and white patterned jacket, looking out of the driver's side window of a car. The car's interior, including the dashboard and steering wheel, is visible through the window. The background is a bright, slightly blurred outdoor scene.

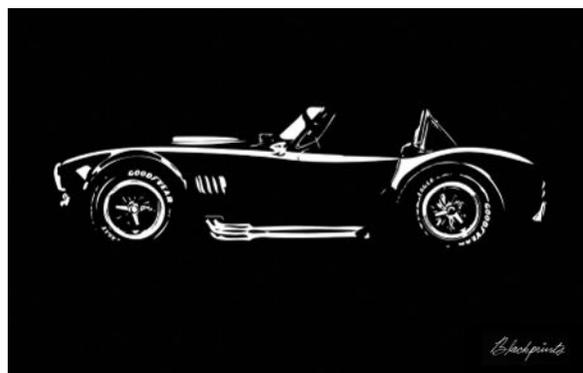
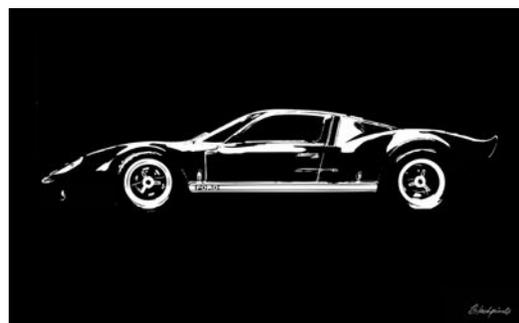
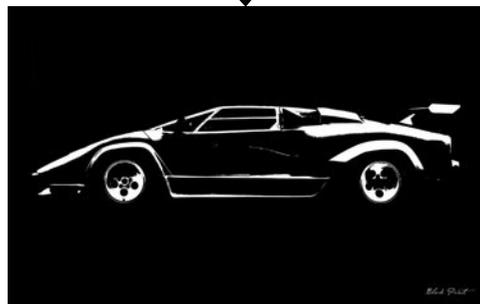
ABOUT BLACKPRINTS

Sabrina Chun founded Blackprints in March 2013 to combine her passion for cars and art. She uses the hundreds of car photos she's taken, as well as die-cast car models for inspiration. Chun takes the strongest attributes of each car using one, or a composition of several, images to create a Blackprint. The result is an elegant black and white silhouette print that captures the true essence of our favorite classic cars.

Chun looked to crowdfunding to jumpstart turning her art into a business. She was enthusiastically received on Kickstarter and funded within the first 24 hours. Her prints appeal to the deepest level of why we appreciate the form and feel of the cars we love.

THE PRINTS

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Clockwise from upper left
 Porsche 911
 Lamborghini Countach
 Ford GT40
 '67 Mustang GT500

Middle: 427 AC Cobra
 Clockwise from upper left
 DeLorean DMC-12
 BMW E30
 Ghostbusters Ecto-1
 Volkswagen Microbus



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PRICING

Blackprints are available in Mini (6"x9") for \$15 or Jumbo (24"x38") for \$39.

Bundles:

3 Minis for \$39

3 Jumbos for \$79

All 9 Minis for \$89

All 9 Jumbos for \$169

All 9 Minis & All 9 Jumbos for \$239

AS SEEN IN...

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THE WALL STREET JOURNAL.

HOT ROD

THE
HUFFINGTON
POST

ORANGE COUNTY
REGISTER

The **Car** Connection

autoblog

VOUCHMAG
STYLE DESIGN GEAR & CULTURE

nurotag



crank&piston com
for culture lifestyle community

JALOPNIK

Jalopnik – “The dramatic black/white look of these prints, set on a black background, shows the car’s fundamental visual characteristics to good effect. The style of the car is distilled down to the barest essentials, and it’s in there that the car’s actual beauty is revealed.”

Autoblog – “If you’ll indulge us donning our art critic hats for a moment, what we like about Chun’s Blackprints is not only the fact that she’s chosen eight excellent cars to feature, but the works will hang equally well on the wall of a garage or living room. They seem so simple, but you’ll soon lose track of time staring at features you’ve never noticed before that only reveal themselves in the light of Chun’s negative spaces.”

The Car Connection – “What separates Chun’s work from the sort of car photography found on dorm room walls around the globe is her minimalist aesthetic... Like Pop Art of the 1960s, Chun lets us focus on the beauty of the car’s form.”

Crank and Piston – “Her latest body of work, ‘Blackprints’, depicts each of these models in white and in profile on a black backdrop. Simplicity itself, though that doesn’t mean the attention to detail is lacking.”

Hot Rod – “What’s the Best Automotive Project on Kickstarter? ... Sabrina Chun’s black and white prints of iconic cars.”

Vouch Magazine – “The retro and vintage feel comes across in a subtle way yet is also a pleasing aesthetic which nods to the heritage of each historic vehicle.”

Nurotag – “These pictures are the perfect accent piece to any living space.”

In Stash – “Chun’s prints smack of sophistication and the black goes with any color combination of room.”

Crowdfunding Launches Minimalist Artist Into Success

Sabrina Chun reimagines classic car art with inverse black and white illustrations

SAN FRANCISCO, CA - May 15, 2013 -Crowdfunding launches an artist into success who redefines car art. Sabrina Chun, the mastermind behind Blackprints, has had a deep appreciation for auto aesthetic since the age of five. She has spent years at car shows and track meets capturing her favorite models with her camera. In March 2013 she decided to combine her passion for cars with her other passion of art design by translating her photographs into minimalistic art prints.

With little money to make her vision a reality, Chun looked to Kickstarter for support, and within 24 hours her project was funded. Blackprints are black and white illustrations of beloved classic cars in print form. These elegant prints allow you to see iconic cars in a different light by the way Chun accents the raw lines that communicate the original designers' vision. The simplicity and sleekness of Blackprints allows for a seamless addition to your living room, office, bedroom and even garage. Currently Blackprints are available in nine classic designs, including the Porsche 911, '67 Mustang GT500, DeLorean, Volkswagen Microbus, 427 AC Cobra, Lamborghini Countach, BMW E30, Ford GT 40 and Ghostbuster Ecto-1.

"I believe that each and every single car has a story behind them... behind the shape, form, power, performance, feel and sound," says Chun. "Blackprints are how I capture that story and more in a minimal and elegant fashion."

Blackprints are available in two sizes, including mini (6" x 9") and jumbo (24" x 38") and may be purchased individually (\$39 or \$79 respectively) or in bundles (\$159 and up). Each print is lasered onto an 80 lb recycled paper card stock with soybean-based ink and solvent. These photograph-quality prints all come in a matte finish.

To purchase your very own print visit the Blackprints project on Kickstarter here, visit the website at www.blackprintdesign.com, follow us on Twitter or like us on Facebook.

CONTACT BLACKPRINTS

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