



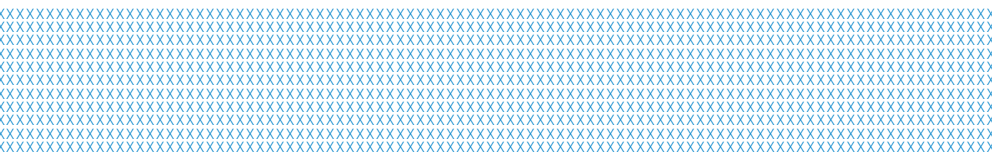
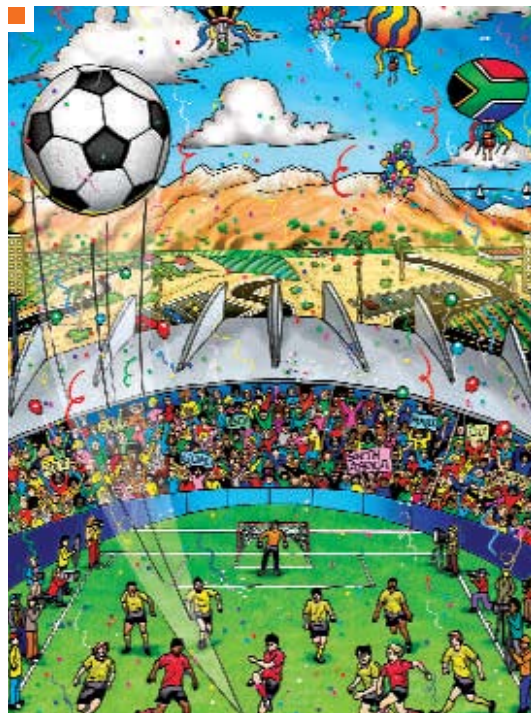
WHERE ATHLETICS MEETS AESTHETICS

Exhibitionists

MIXED MEDIUMS The World Cup will shine a spotlight on South Africa this summer, and the art world is taking advantage, as 17 international artists were tabbed to create official World Cup 2010 posters that celebrate soccer and South Africa (bit.ly/2010art). “The tournament is so significant to so many people,” says 3-D pop artist Charles Fazzino. Meanwhile, 2010 Fine Art is a series of gallery shows in host cities intended to display the talents of 160 of the world’s top contemporary artists while providing African artists with a platform to market their talents to a wide audience (2010fineart.com). Explains American artist James Fiorentino about his *The World in One Country* (bottom right), “I wanted fans of soccer to see the beauty of the game and the setting of South Africa all in one.”

VENUE TRIMMINGS When the Magic’s new home, the Amway Center, opens this fall, it will be adorned with more than 75 original paintings, photographs, sculptures and wall treatments. Tracie Specia-Ventura, founder of Sports & the Arts—which hired 15 local artists for the project—also commissioned paintings from Roy A. McLendon Sr., one of the Florida Highwaymen. From the 1950s through the 1980s, the group of 26 African-American artists painted Florida landscapes and sold them from their cars.

IN THE FLESH When most fans look at old ballparks they see relics of the multiuse stadium era. When veteran photographer Jim Dow lines up classic stadiums he sees “centers of civic pride, where people go to worship and dream.” He first gained attention for his panoramic triptychs in 1980 and has since shot more than 200 major and minor league fields—26 of which are on exhibit in “Field of Dreams: North American Baseball Stadiums by Photographer Jim Dow” at Niagara University’s Castellani Museum until Aug. 2. -DALE BRAUNER



PLAY LIKE THE PROS ... VIRTUALLY

The Gamer



According to EA Sports research, an average game of *Madden NFL 10* lasts about 63 minutes—only 17 of which are spent playing the game. The rest of the time goes into picking plays, arranging audibles

and substituting. To top it off, the research found that most gamers use barely 4% of the 300 plays in their team’s playbook. That’s why EA is calling an audible of its own with **Madden NFL 11**. A new feature called GameFlow will have gamers donning headsets and listening as their team’s offensive and defensive coordinators call the plays. There will be no more cycling through menus in pursuit of a money play for your tight end. Instead, the game’s artificial intelligence will

assess each situation and call what it deems to be the best play. The result? Games that take half the time and use more of the playbook. “It can be tough to devote an hour to a single game,” explains executive producer Jeremy Strauser. “Now you can play two games in the time it used to take to play one. The focus for us is that it’s easy, it’s authentic and it’s as deep as you want it to be.” Just what the researchers want to hear.

-JON ROBINSON