

FOR IMMEDIATE RELEASE  
Los Angeles, CA

# THE UPRISING CREATIVE

**The Uprising Creative, a Los Angeles-based creative firm, announce a very special Instagram-powered digital photo mosaic campaign for Red Bull Records artist Twin Atlantic, allowing fans to unlock exclusive content and dictate artwork for a limited edition lithograph poster.**

**<http://freetwinatlantic.com>**

The first of it's kind 'Twinstagram Photo Mosaic Project' will be launched on December 2nd, 2011. Twin Atlantic fans are asked to post photos of what the band's current single, titled 'Free,' means to them on Instagram using the hashtag **#freetwinatlantic**. The site, <http://freetwinatlantic.com>, will pull these photos into a special HTML5 & CSS3-based photo gallery that fans can view and share with friends via Email, Facebook, and Twitter. Once enough fans have posted photos to Instagram with the hashtag, exclusive content will be unlocked directly on the site, like free remix downloads, very special acoustic videos, and a few surprises too.

As the fans' photos stream in, they will be automatically pulled into a photo mosaic of the 'Make A Beast Of Myself' single cover of the Virgin Mary in real-time on the site. This fan-generated photo mosaic will be made into a limited edition lithograph, available for pre-order directly from the site.

This new web project was developed with HTML5, CSS3, JavaScript, PHP, and MySQL, as well as a solid batch of API hacks, tying together **Soundcloud, Vimeo, Instagram, Topspin, awe.sm, Chartbeat, Google Analytics, the Facebook Open Graph, Google+, and Twitter Web Intents**.

**Twin Atlantic's** critically-lauded debut full-length, FREE, was recorded at Red Bull Studios in Santa Monica, CA with legendary producer Gil Norton (Foo Fighters, Pixies, Jimmy Eat World). Free, the follow up to the well-received debut EP, Vivarium, expands upon the band's signature sound: melding angular riffs with energetic choruses.

**The Uprising Creative's** design and web development work has been internationally recognized for it's excellence and creativity and featured on multiple high-profile design and web development blogs in recent months. With locations in Echo Park, CA and Shoreditch, London, they are an international powerhouse of creativity in design, web development, and digital marketing. Clients include some of the most culturally influential people, bands, and brands in the world, including **Kanye West, Legendary Pictures, Foo Fighters, Joe Rogan, Jason Mraz, DVS Shoes, Beastie Boys, Topspin Media, Universal Records, DeadMau5, Live Nation, Linkin Park, Perrier, Smashing Pumpkins, and many, many more.**

Official Site - <http://theuprisingcreative.com>

Facebook - <http://facebook.com/theuprisingcreative>

Twitter - [http://twitter.com/uprising\\_create](http://twitter.com/uprising_create)

More information on **Twin Atlantic** can be found at <http://twinatlantic.com>

More information on **Red Bull Records** can be found at <http://redbullrecords.com>

---

To request more information, please contact:

Alexi Luger  
The Uprising Creative  
Ph: 213/908-6252  
[alexi@theuprisingcreative.com](mailto:alexi@theuprisingcreative.com)  
[theuprisingcreative.com](http://theuprisingcreative.com)

Presented by  
Rock Sound Magazine:

