



FOR IMMEDIATE RELEASE

SHIN ADVISORS, LLC

Contact: Susan Shin, susan@shinadvisors.com, 917-916-9009 or 212-439-0049

Nick Dietz, nick@shinadvisors.com, 917-349-6057 or 212-439-0049

“During the real-estate boom, New York had between 4,000 and 6,000 sidewalk sheds. During the real-estate bust, New York still has between 4,000 and 6,000 sidewalk sheds. Construction sites have gone dark, but façades keep buckling and cornices keep cracking as if nothing had happened to the economy.”

-- Barry Newman, WSJ

New York, NY (May 20, 2010). **ArtBridge**, a non-profit organization dedicated to transforming construction scaffolding (sidewalk sheds) into temporary art exhibitions, announces its **Call for Entries** for the upcoming 2010-2011 exhibition year. All submitted work will be reviewed by a distinguished panel of art world professionals for use in its upcoming public projects. Created for artists by artists, ArtBridge’s mission is to develop, curate and showcase works of large format art for public display and enjoyment. Inspired by the nearly one million linear feet of construction scaffolding installed in New York City alone, artist and designer **Rodney Durso** founded ArtBridge in 2008; he saw the scaffold’s large blank plywood panels as the perfect canvas for the work of unrepresented emerging artists. “It’s my hope that our exhibitions will both alter the city landscape and give a significant push to these emerging artists in an increasingly competitive art world,” Durso states.

ArtBridge: First Exposure 2009, the organization’s debut exhibition, featured abstract works from 26 unrepresented New York-based artists and was installed for nearly a year on Chelsea’s historic London Terrace Gardens on West 23rd Street between 9th and 10th avenues. Given the tremendous response from the community, other arts organizations and City agencies, ArtBridge intends to bring its installations to neighborhoods throughout the five boroughs, curating up to eight (8) exhibitions each year, according to **Jordana Zeldin**, a winner in the inaugural competition and now ArtBridge’s Program Director.

ArtBridge will begin accepting entries at www.art-bridge.org beginning 12.01AM on June 1, 2010 ending 11.59PM on July 1, 2010. Up to 25 artists per project will be accepted into the ArtBridge 2010-2011 Portfolio from which its curatorial team will select work for each project. Work in any medium (painting, photography, collage, digital art, etc) is acceptable. Entrants are required to pay a minimal entry fee of \$25 to submit one piece for consideration, \$40 for two and \$55 for three. Given the considerable cost of producing the installations, if accepted, there will also be a participation fee of \$195 (from which entry fees will be deducted).

ArtBridge installations are designed to give artists unprecedented exposure: work is enlarged to billboard size (printed on eco-friendly, fade resistant material) and hung prominently outdoors from three months to one year. ArtBridge promotes its artists through various media outlets, including its website and the growing ArtBridge Blog, which at the time of this release, has been visited by over 10,000 people in over 60 countries.

Rick Bell, Executive Director of the American Institute of Architects’ NY Chapter has credited ArtBridge with jumpstarting the growing movement to re-introduce art into the lives of New Yorkers. “ArtBridge is a big part of our city’s integration of art into the daily life of pedestrians,” states Bell. “Because of ArtBridge, passersby stop for a moment or two to reflect on how the expected becomes unexpected and the manner in which the everyday becomes inspirational.” **For more information, visit ArtBridge at www.art-bridge.org as well as on facebook and twitter.**