

ARTBRIDGE AND BROOKLYN INDUSTRIES CREATE PARTNERSHIP TO TRANSFORM CHROMAPOST EXHIBITION INTO LIMITED EDITION MESSENGER BAGS

Collection to be unveiled during DUMBO Arts Festival, September 28th

BROOKLYN, NY (September 18th, 2013) - ArtBridge is pleased to announce its newest partnership with Brooklyn Industries, the DUMBO based design company, to release a limited edition messenger bag constructed of the New York City visual artist Aleksandar Macašev's 2011 outdoor exhibition, *Chromapost*. The exhibition began as a nano-blogging project in 2009, each post as a visual compression of the artist's daily moods, feelings and experiences into one piece of information: a single color.

On September 23rd, 2011, ArtBridge opened the public exhibition of *Chromapost*, with more than 1,400-square feet on Water Street in DUMBO, Brooklyn, showcasing two years of Macašev's Chromaposts, 730 days of emotional assessment through color. "Chromapost began as an artistic exploration of the link between my own personal emotions and color. **The ArtBridge exhibition, a two year slice of my colored diary, brought my personal exploration into the public realm, into the streets. Now thanks to Brooklyn Industries you can wear your own messenger bag with a chunk of my life, and as a daily reminder to set yourself free from the overwhelming and restricting influence on our color perception.** Remember, there is no such thing as mismatching colors. There are only your colors," says Macašev.

Brooklyn Industries is manufacturing by hand, in Brooklyn, messenger bags, each an unique slice of the artist's emotional diary. The bags come with a signed poster by the artist of the particular colors featured in that bag. **The bags will be unveiled during an art event at the Brooklyn Industries DUMBO location during the DUMBO Arts Festival on Saturday, September 28th from 2-5pm.**

ABOUT ARTBRIDGE - ArtBridge creates and increases exposure for local and emerging artists through large-scale public art exhibitions on sites in transition throughout New York.

ABOUT BROOKLYN INDUSTRIES - Brooklyn Industries is a design company that sells innovative clothes exclusively through its 17 retail stores and online website. Founded by visionary artists Lexy Funk and Vahap Avsar in 1998, Brooklyn Industries' stores engage the local community in art, clothing, design and style.



Top Photo by Collin Erickson

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