

chashama Launches Free Summer Performance Series With A Bang

2014 chashama Gala

Monday, June 9th, 2014

6:00-9:00 PM - Cocktails, Hors d'oeuvres, Dinner

9:30 PM - After Party, Dancing

132 West 43rd Street - Anita's Way (Between 6th Avenue and Broadway)

On Monday, June 9th 2014 at 6:00 PM chashama will host their annual gala at Anita's Way (132 West 43rd Street), celebrating its ongoing commitment of uniting real estate and the arts to provide essential performance, exhibit, and work space to thousands of performing and visual artists throughout NYC at free or low-cost rates.

The gala marks the start of chashama's **Summer Performance Series**, where seven underutilized spaces in Midtown, Harlem, and Long Island will be programmed with performances and art installations. Selected artists will receive residencies ranging from 1-3 weeks, cash grants between \$100-\$300, and a dynamic forum in which to present the culmination of their work.

Anita's Way, one of the dedicated spaces for the performance series will host the gala. This pedestrian walk-way-turned-performance space connects 42nd and 43rd Streets between the Condé Nast building and the Bank of America tower. The gala evening will feature art installations and performances showcasing daring, contemporary works by local artists including aerialist **Robin Lynch, Flambeaux** with human candelabras, custom hair art by Delirious Hair Designs, and a chance to dance with **Adira Amran & The Experience** - where guests can receive photos of themselves grooving to their favorite song for 30 seconds.

Attendees will include 300 of the city's most forward-thinking land owners, corporate executives, arts professionals, and innovative creators. Sponsors include Tishman Speyer, CBRE, Bank of America, and The Real Deal.

The gala will kick off at NASDAQ, where Founder and Artistic Director Anita Durst will ring the closing bell, launching a PSA campaign on the NASDAQ Tower and Reuters digital screens. The excitement will extend through an online auction with Charity Buzz – offering fashion week, travel, and art experiences. All proceeds from the Gala and the Auction provide essential funding for chashama's innovative artistic programs.

Durst says, "This Gala offers an extraordinary experience for our guests. Gala guests will be invited to create their own art and to interact with the performers throughout the evening as they flow through the party space. And our supporters have the deep satisfaction of knowing that their participation makes chashama's unique programs possible. They give artists what they need most – space to create."

The evening continues with a late-night dance party with SeeMe - bringing together gallerists, leaders of arts organizations and collectives, and renowned artists, who will all gather to toast New York City's vibrant art scene.

All proceeds from the evening help chashama:

- provide space grants worth over \$2M to artists and youth
- support 300 creative individuals each day
- present 180 public events per year

For ticket and sponsorship information, please contact Anna Chan at (212) 391-8151 x42 or anna@chashama.org or visit: chashama.org/event/2014_chashama_gala

To learn more about the Summer Performance Series, visit:

<http://www.chashama.org/csps2014>

2014 chashama Gala

Honoring: Chicago Title Insurance Company

Co-Chairs: Katie Fischer Cherry, Elizabeth Kurpis

Sponsors:

Chicago Title Insurance Company, Mutual of America, Tishman Speyer, Anchin, Block & Anchin, Fried, Frank, Harris, Shriver & Jacobson LLP, Rosenberg & Estis, P.C., Schulte, Roth, & Zabel, Bank of America, CBRE, Conde Nast, Patterson Belknap Webb & Tyler, Stroock & Stroock & Lavan, Willis of NY

Honorary Committee: Ted Allen, Susanne Bartsch, Cora Cahan, Tracee Chimo, Vin Cipolla, Jeffrey Deitch, Barbaralee Diamonstein-Spielvogel, Kate Finneran, Tom Freston, Todd Haimes, Judy McGrath, Jennifer Ok, Norman Reedus, Michael Rosenblum, Jordan Roth, Dr. Thomas Schutte, Danny Simmons, Elizabeth Streb, Tim Tompkins, John Turturro

Benefit Committee: Matthew Blesso, Tracy Causey-Jeffery, Nicholas Cohn, Sidra Durst, Will Etundi, Brandl Frey, Michael Hambouz, Ben Korman, Amber Lasciak, Andres Levin, Greg O'Connell, Darren Perkell, AJ Pietrantone, Ben Rodriguez-Cubenas, Nikita Sarkar, David Sturner, Arden Wohl

Media Sponsor: The Real Deal, The NSN Group

About chashama:

chashama nurtures artists by transforming unused property into affordable live, work, and presentation space. Through creative space transformation, chashama redistributes the untapped resources available in our urban landscape by partnering with private and public property owners. By structuring a mission around this goal, chashama has become a major force in the NYC arts community by supporting the work and ideas of an increasing number of emerging artists every year. Please join us at www.chashama.org.

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