

THE DROP

Urban Art Infill

For Immediate Release:

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THE DROP: URBAN ART INFILL

Location: Multiple locations at 25th Street between 10th and 11th Avenue;
Under the High Line and at 511 and 521 W. 25th Street, NYC

Date: Oct. 3rd, 2009

Time: Outdoor festival Noon-9PM; Indoor exhibition Noon-5PM

Web site: www.thedroptnyc.org (for updated events info)

THE DROP: URBAN ART INFILL is proud to present a day-long festival of public interactive art, music, and fashion projects in Chelsea on 25th Street between 10th & 11th avenues happening Saturday, Oct. 3, 2009 in New York City.

In the spirit of participation, **THE DROP: URBAN ART INFILL** is a double call to urban inhabitants to interact with and contemplate the city as well as their relationship to the greater global environment through the arts.

A series of planned indoor and outdoor art projects, including the best in New York's independent music, fashion, art and design, blur the boundaries of artistic creatives into collaboration, asking artists and audience to intermingle. **THE DROP** activities are meant to create dialogue in the New York community about our relationship to art, the city and the greater global environment.

Included in **THE DROP** art projects is **the special exhibition 2012+**. The title is partly coined from the Mayan calendar, indicating an upcoming shift from one phase of life to something new about to take shape. With the Kyoto Protocol expiring in 2012, it is also a call to look at where we are going in the near future as individuals who are part of the global community. **THE DROP** is proud to be presenting a sound installation by **Ryuichi Sakamoto** created around his work *Glacier* for the **2012+** exhibition. Signed copies of his CD among other prizes including a round trip ticket to Japan and signed print by artist Christian Mendoza for the VIP ticket raffle.

<http://www.kickstarter.com/projects/thedroptnyc/the-drop-nyc>

Other interactive art projects include live painting with artists **Christian Mendoza** and **Yuri Shimojo** of the Barnstormers, **Pablo Powers**, **Jason Woodside** and **Marco Raab**, and a live ballgown draping by emerging fashion designers using recycled materials with **Art for Progress**. *A schedule of activities follows.*

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About THE DROP:

THE DROP is an all-volunteer collaboration a team of of designers, architects and curators with developers in Chelsea to open up space in the city for public interactions with artists, producers, and city-dwellers.

THE DROP ACTIVITIES:

Music: SolarOne collaborates with musical guests with a solar-powered DJ booth:
Schedule:

Oct 3—1PM-6PM — Special presentation of **Ryuichi Sakamoto's GLACIER sound installation**

1:30PM-6PM — independent DJs curated by **Halcyon Records**, Brooklyn
6PM-9PM — **Truth & Soul Records**

Art: The Drop will include the special exhibition titled **2012+**, which is a
Exhibition run: Oct 3 – Oct 17th

Oct 3 — Noon-9PM — **Public opening reception**

6PM-9PM — **VIP opening reception**

VIP tickets and donations raffle on sale at:

<http://www.kickstarter.com/projects/thedroptnyc/the-drop-nyc>

Fashion: Oct 3 — Noon-5PM Art For Progress presents an interactive project bringing together emerging fashion designers and THE DROP event-goers to collaborate on a live draping of a ballgown using recycled materials.

Food: Noon-9PM Specialty Food Trucks will line the streets and \$4 beers donated by Beerlao benefiting The Drop: Urban Art Infill art projects will be on sale! Bear Flag has also contributed wine to benefit THE DROP!

Design: VOOS furniture curates the VIP lounge with New York City's talented independent furniture designers.

VIP Opening:

6PM-9PM —VIP opening reception to benefit THE DROP art projects with food provided by Kyotofu and drinks provided by Bear Flag Wines, Ito En, and Beerlao

VIP tickets and donations raffle on sale at:

<http://www.kickstarter.com/projects/thedroptnyc/the-drop-nyc>

Donors of more than \$50 are entered into a raffle from an original signed print by artist Christian Mendoza to a signed CDs and Roundtrip airfare to Japan.

Updated event information is available at www.thedroptnyc.org

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THE DROP is made possible by the generosity of our Sponsors:

Lead Sponsor: Cardinal Investments

Associate Sponsors: Sumitomo Real Estate Sales, Beerlao, Bear Flag Wines, Ito En, IZZE, Continental Airlines

Supported by: SHoP Architects, Solar One, Art for Progress, VOOS furniture, Areaware, Halcyon, Truth and Soul, Sign Expo, Kyotofu, Counter, Pecha Kucha NYC, 5boro NYC, Six by Six Gallery, Seeds for Change.

Media Sponsors: The Village Voice, Flavorpill.com, ArtWeLove.com, High Line Open Studios

More about our collaborators:

About Art for Progress:

Art For Progress (AFP) is a 501(c)3 non profit arts organization committed to the cultivation and support of emerging artists working in diverse genres: the visual arts, fashion, music, film, and new media. Based in New York City, AFP seeks to increase the visibility of talented artists, to raise the awareness of the importance of arts education in public schools, and to support those same arts through its comprehensive arts education program. Besides offering opportunities through a variety of diverse events, AFP offers artists the tools, and resources they need to educate and empower themselves as professional artists in todays increasingly competitive markets. Through the use of modern technology and comprehensive resources, Art For Progress seeks to create an extensive educated artist community .

About VOOS furniture:

VOOS is an address where locally made unique furniture: always fresh and sizzling with energy, is celebrated with a bi-monthly renewed inventory, an ever-expanding designer list and fun events to keep the design community connected and happy!

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