

chashama

GIVING ARTISTS THE
SPACE TO CREATE

chashama.org

FOR IMMEDIATE RELEASE

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Highlights of the evening everyone is still talking about: Reliving the 2016 chashama Gala

Wednesday June 8, 2016

4 Times Square, NY, NY

New York, NY: chashama is pleased to announce the success of its 2016 gala at the former Conde Nast Building, where over 150 performers and artists filled the space turning the interior into a magical artistic wonderland. In total, 400 guests attended the standing free-form event, including corporate and real estate executives, arts professionals and innovative creators. As the biggest fundraising event of the year, all proceeds from the 2016 chashama Gala directly support a wide range of programming to help artists thrive in New York City.

“...the industry’s most colorful and outrageous event of the year,” - The Real Deal

“...entering a chashama event, it transports you to a devoted, cheeky, almost utopian space of acceptance and community,” - The Knockturnal

Attendees were invited to explore artists’ creations, from Edisa Week’s Beauty Bar, where guests could get an up-do like no other, to The Dungeon, a playful S&M room that had a line wrapping down the corridor. Flambeaux Fire created a dress out of candle wax, Abby Hertz served sushi sans clothing, and Christopher Trujillo set the wonderland tone with his recycle-conscious decorations.

Through many generous donations and the online auction, chashama exceeded its fundraising goal and raised over \$400,000. These funds go directly toward the upkeep of chashama’s Workspace program, one of the largest subsidized studio rental programs in NYC, and maintaining the housing/residency programs that provide artists housing and studio space in return for community arts programs. Specifically, these funds support the Bronx Artist Housing Initiative (Bronx, NY) and chaNorth (Pine Plains, NY). Money raised also allows chashama to keep its Presentation Program free of charge for artists, so that they can more fully realize their creative visions without budgetary restrictions, and lastly to the talented staff of chashama, visiting curators, and workshops leaders.

The Real Deal, artnet news, Real Estate Weekly, Luxury Listings NYC, and The Knockturnal covered the event. Photos from the evening were taken by BFA, Guest Of A Guest, and the hilarious character, Muffinhead, and can be seen on chashama’s Facebook page. <https://www.facebook.com/chashama/photos>

chashama, which means “to have vision” in Farsi, partners with property owners to activate unused real estate for artists to develop, create and present. Currently, *chashama* manages over 125 artist studios, six galleries, five curated office lobbies, two performance venues, and provides affordable artist housing. A connector of art and real estate since 1995, *chashama* has placed more than 12,000 artists into over 60 locations around New York City, becoming the largest provider of affordable space for creative use.

To learn more, visit www.chashama.org

For more information, please contact:

Chelsea Escher

cescher@chashama.org

(212) 391-8151