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SPACE TO CREATE

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**FOR IMMEDIATE RELEASE**

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## **Chashama to Honor Pentagram, Sir Shadow, & Joe McMillan of DDG at 2017 Gala**

4 Times Square, 22nd Floor  
New York, NY  
Thursday, June 8, 2017  
Gala: 6pm-9pm  
After Party: 9pm-12pm

**New York, NY:** Chashama is pleased to announce the Honorees of the **2017 Gala taking place on Thursday, June 8, at 4 Times Square in the former Condé Nast Building**. The evening will honor **Pentagram**, the world's largest independent design consultancy, **Sir Shadow**, a long time Chashama Artist, and **Joe McMillan**, Chairman and CEO of DDG. The annual Gala celebrates Chashama's ongoing commitment of providing artists free and affordable space to create and present their works. The 2017 Honorees share Chashama's commitment to keeping New York's cultural and artistic fabric intact by providing artists with free and affordable space.

Annually, the Gala attracts over 800 attendees, including corporate and real estate executives, arts professionals, and innovative creators. All proceeds from the Gala help Chashama continue to support artists by providing them access to free and affordable space to create and present, helping to keep New York City artistically and culturally vibrant. This year's Gala will take place on the 22nd floor of the former Condé Nast Building at 4 Times Square, where [SPRING/BREAK Art Show](#) took place just last month. A standing, free-form event, attendees are invited to wander, explore and experience performances and atmospheric environments spread out across the entire floor.

*"We're delighted to be honored by Chashama, an organization that is integral to the arts in New York,"* says Pentagram partner, Luke Hayman. *"Art is incredibly important to the city, and by making space for artists, Chashama helps keep New York vibrant."*

[Pentagram](#) is the world's largest multi-disciplinary design consultancy, offering creative prowess in the areas of graphic design, architecture, publications, interactive media, and more, for clients around the world. In New York, Pentagram's contributions can be found in public parks, on street corners, and in major landmarks around the city. As residents of New York since 1978, they have a keen understanding of what it takes to stand out in a visually overwhelming city. Notable public designs include the street maps at bus stops; the banners in Madison Square Park; and signage for public parks, city beaches, and The High Line.

**Pentagram's** Luke Hayman and team have designed a new brand identity for Chashama that captures the mission of the organization in graphics that are contemporary, bold and engaging. The project encompasses a new logo, messaging, promotional materials and website, and creates a cohesive framework that clearly communicates everything Chashama has to offer. Chashama salutes Pentagram for their contributions to the beauty of NYC and for their incredible work rebranding the Chashama brand.

*"I am honored to be part of a movement to bring art to the world led by the Chashama organization," - Sir Shadow*

**Sir Shadow** is a living example of Chashama's values, spreading love in the form of artwork to all corners of the city. A poet and artist specializing in one-line caricature drawings, Sir Shadow has been a member of the Chashama family since its inception in 1995. He creates musical line-drawn figures in a matter of moments that burst with movements and sounds of jazz. Sir Shadow's artistic contributions to the world also serve as his platform to live peacefully and harmoniously. He has suitably coined his style of drawing and writing as "flowetry", or, "the act of positive thinking in action,".

**Sir Shadow's** work is on display in Aurthor's Tavern in the village, Jezebel's in Midtown, Londel's Restaurant and Bar, Emily's and Sylvia's in Harlem, and The Sidewalk Cafe on 6th Street. His collectors and admirers include Andre de Shields, Terrie Williams, Quincy Jones, Isaac Hayes, Oprah Winfrey, Whitney Houston, Bobby Brown, Lauryn Hill, Diana Ross, and Erykah Badu.

*"Chashama is a wonderful organization whose mission we very much share. Being honored is both incredibly humbling and rewarding,"* said Joe McMillan, Chairman and CEO of DDG. *"DDG couldn't be more passionate about supporting the work Chashama does and the entire art community. We wish to extend our extreme gratitude to Chashama, Anita Durst, and the Durst Organization for their continued support of the arts and artists."*

Chashama is thrilled to honor **Joe McMillan, Chairman and CEO of DDG**, for his generosity and engagement with the public art sector. The recognizable XOCO 325 building, home to one of Chashama's Spaces to Present, was generously donated by Joe McMillan and DDG. Mr. McMillan founded DDG in 2009, during an ostensibly difficult time for real estate developers. Despite the unfavorable climate, DDG has flourished as a NYC luxury condo developer, using its multiplatform structure as a key advantage. McMillan's expertise in real estate is matched by his passion for art. An avid collector, McMillan's office houses an incredible collection of commissioned art. "Art and architecture can give you something unexpected and beautiful to talk about," McMillan says. Chashama thanks Joe McMillan and DDG for their contributions to the organization and the art community.

Also essential to the event are the **2017 Gala Honorary Chair, Darcy Stacom of CBRE, and Co-Chairs, Carole Feuerman and Barbara Tober**. Darcy Stacom has championed Chashama's mission for many years, and Chashama's programs have grown in leaps and bounds as a result of her support. As Chashama works to ensure that space in NYC remains available to artists, it is invaluable to have the "Queen of Skyscrapers" supporting its cause. Carole Feuerman, a pioneer in the world of hyperrealist sculpture, provides tremendous support to deserving artists through the Carole A. Feuerman Sculpture Foundation. As admirers of Feuerman's artistry and philanthropic efforts, Chashama is pleased to present her current exhibition, "Perception", at 55 Broadway, a Chashama Space to Create, generously donated by Harbour Group International. Barbara Tober,

president of Acronym, Inc., a venture capital firm that invests in art-related projects, has been a generous supporter of the Chashama Gala and an inspiration to the Chashama family for several years. Ms. Tober is a figurehead at the [Museum of Arts and Design](#), having served on the Board of Directors since 1988, and was named Chairman in 1994. Chashama commends Ms. Tober for her deep-seated engagement in the creative communities of New York City.

For ticket and sponsorship information, please contact Maurya Brennan, Special Events and Cultivation Manager: [maurya@chashama.org](mailto:maurya@chashama.org), 212-391-8151 x42. or visit [www.chashama.org/gala2017](http://www.chashama.org/gala2017).

*Chashama supports artists and nurtures creative communities in New York City, and beyond, by partnering with property owners to transform unused real estate into spaces for artists to create, present and connect. Through free events, exhibitions, and artist programs and opportunities, Chashama keeps New York City culturally and artistically vibrant. Chashama unites leaders of the real estate industry with creative communities across all five boroughs, fostering a dynamic community of supporters who share a commitment to keep artists in New York. To learn more and get involved, visit [www.chashama.org](http://www.chashama.org).*

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