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Monday, May 22, 2017

Artists Take Over Times Square

Chashama Gala and "Art is Everywhere" After Party Features 150+ Artists

4 Times Square, 22nd Floor

New York, NY

Thursday, June 8 @ 6pm-Midnight

New York, NY: The annual [Chashama Gala](#) is the artist-party of the year that is not to be missed. Drawing over 800 guests each year, including corporate and real estate executives, arts professionals, and innovative creators of all ages and backgrounds, the Chashama Gala is an event where guests are encouraged to indulge their inner artist and creativity. Featuring interactive installations, environments, and performances from over 150 artists, the Chashama Gala celebrates keeping artists in New York City. To increase inclusivity, the Gala After Party offers the public an affordable way to be involved with the festivities. [Tickets for the "Art is Everywhere" After Party](#) are \$50, granting party-goers access to all aspects of the Chashama Gala from 9pm-midnight.

Featuring performances and works by [Flambeaux Fire](#), [House of Yes](#), [Abby Hertz LUST NYC](#), [Mister and Missus Clown](#), [Sir Shadow](#), [Risha Rox](#), [Chee Bravo Art](#), [Muffinhead](#), [Zena Loxton](#), and [more](#).

When choosing the artists' works to be shown at the Gala, Chashama focused on interactive pieces that would draw guests into a creative, engaging environment. The works are a balance of performances, visual art, and immersive installations. Supporting artists from all mediums and genres, the artists were offered various spaces to choose from for their works on the 22nd floor of 4 Times Square, formerly the Vanity Fair offices. Set designer [Christopher Trujillo](#), "Designer Extraordinaire", is leading the overall art direction of the space, transforming the floor into a circus-themed artistic experience.

The guests' experience begins at check-in on the ground floor. Walking in through the doors, one will find [Flambeaux Fire's](#) recognizable candelabra shrine, featuring Chashama's very own Founder and Artistic Director, Anita Durst. From there, Gerardo Segovia's "World Minded/ Inner Passport Borderless Control" is the only way to get up to the 22nd floor. The idea behind this interactive experience is to make a statement that no human should be held back by physical borders. Once on the main floor, there is no right or wrong way to explore the space. Guests are invited to wander freely throughout the installations to experience the massive maze of art. Furniture found throughout the space is donated by [Quadra](#), a partner of Chashama's and a luxury rental staging company. The open areas of the floor are dedicated to each of the evening's honorees.

The 2017 Honorees are [Pentagram](#), the world's largest independent design consultancy, [Sir Shadow](#), a long time Chashama Artist and friend, and Joe McMillan, Chair and CEO of [DDG](#). Artists then border the gathering areas, with 50 rooms of installations and interactive works. Alcohol is generously donated by [Harlem Brewery](#) and [Domaine Select Wine & Spirits](#).

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.

For ticket and sponsorship information, please contact Maurya Brennan, Special Events and Cultivation Manager: maurya@chashama.org, 212-391-8151 x42

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