

chashama

GIVING ARTISTS THE
SPACE TO CREATE

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FOR IMMEDIATE RELEASE

Thursday, February 16, 2017

Trigger Spray Pop Up Shop

Emotional Resilience Spray - Proven to be 99% more effective than saying F*ck You

chashama at XOCO 325
325 West Broadway (Between Canal and Grand)
New York, NY

February 17 - March 10, 2017
Artist Reception - February 23, 6-10pm
Heart-On Campaign Party - March 2, 6-9pm

New York, NY, Feb 10 2017— chashama is pleased to present the launch of the *Trigger Spray Pop Up Shop* by Elana Langer. Designed to support people calling peacefulness into their lives, *Trigger Spray* offers a practical tool to help keep you calm in a moment of emotional triggering. Visitors to the Trigger Spray pop-up shop will be invited to check emotional temperatures, identify emotional body types, and practice strengthening and soothing our emotional core. There will also be the opportunity to customize a Trigger Spray to suit specific trigger tones.

Open hours are Tuesday, Wednesday, Friday and Saturday 12-7pm, Thursday 12-9pm, Sunday 1-7pm, and Mondays by appointment (freedom@whatiliveby.com). Visit http://www.chashama.org/event/trigger_spray for more information.

Trigger Spray founder and artist **Elana Langer** channels her cosmic ambition to create products and experiences that support anyone working to make their lives more purposeful. For Langer, the ultimate luxury is our ability to apply our awareness to our choices, which includes managing our reactions. The Trigger Spray brand experience is an invitation to affirm the validity of our emotional experience without getting lost in it.

Langer explains, “When I was young I had no idea there could be multiple winners in a conversation. This modality is designed to help create the space we need in order to be fully present - even when discomfort arises. We literally have the ability to create some space and clear the air between us.”

The TRIGGER SPRAY experience includes...

IDENTIFY YOUR EMOTIONAL BODY TYPE: Areas to explore and pamper your emotional body include taking your emotional temperature, and exploring your Emotional Body Type.

MAKE YOUR OWN SCENT: Once you have identified your unique Emotional Body Type you can customize your Trigger Spray for the most effective aromatherapy to keep you in your balanced, calm, awakened self.

THE REFILL STATION: Bring your used bottles and fill them with Trigger Spray, or add our customized instructional sticker to a bottle with a favorite scent of your own.

Ingredients for the Trigger Spray are: Lavender (for calming), Mandarin (to quiet the mind), Tarragon (to soothe the nervous system) and Spruce Hemlock (for grounding). Visitors to the pop up will be able to mix their own personal spray based on their emotional body type.

The Heart-On Campaign is a social action project designed to literally invite people to wear their hearts on their sleeves. The Heart On Campaign transforms consumers into makers by creating a space to create a Heart Logo (out of waste material) right on clothes that you are wearing. The Heart-On Campaign Party is on

About Artist and Founder Elana Langer

After a decade long experience in international development designing education and communication campaigns for international development agencies including One Laptop Per Child, UNICEF and the Center For Disease Control (CDC), Elana began looking for more honest and effective ways to work to alleviate suffering in our world. She realized to make any significant change she must start in her own language and culture. In 2013 she conceived *What I Live By*, a hybrid of business, art, and pragmatic education that promotes mindful consumption and thoughtfulness as a first step toward positive global change. Her work which includes The Pop Up [Ethical] Sweatshop, The Inner-Beauty Bar, and Eat Your Ethic that have been installed in major cities around the world. Her installations have taken over hotel shops like the WYTHE HOTEL in brooklyn, and the Gladstone hotel in Toronto , and has brought her to sustainable fashion events worldwide including the Global Fashion Exchange hosted by the Danish Fashion Institute.

Her product-free brand *What I Live By* installation was commissioned by FIAF and featured in the 2015 Crossing the Line. Her work Dance Deal designed to promote the value of positive energy was featured in Visionaire's MOVE! Festival at Brookfield, NYC, and raised 25000Euros for charity at the Copenhagen Fashion Summit.

She has taught media studies at the graduate level at New School University in Media and Education, prior to that she taught at SUNY college and Acadia University.

About chashama

chashama supports artists and nurtures creative communities in New York City, and beyond, by partnering with property owners to activate unused real estate into spaces for artists to work 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 15,000 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:

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