

**FOR IMMEDIATE RELEASE**

Thursday, June 15, 2017

## **Chashama Celebrates Artists at 2017 Gala**

Non-Profit Arts Organization is Keeping Artists in NYC

4 Times Square, 22nd Floor

New York, NY

Thursday, June 8, 2017

**New York, NY:** The [2017 Chashama Gala and "Art is Everywhere" After Party](#) took place one week ago at 4 Times Square on the 22nd Floor, the former home of the Vanity Fair offices. Staying true to its mission of transforming unused real estate into space for artists to create and present their work, [Chashama](#) presented over 150 artists in the empty office space last Thursday night. The artists created interactive installations for guests to explore and encouraged audience participation in their performances, allowing attendees to indulge their inner artist and tap into their creativity. Attendees were a mix of corporate executives, founders, and lawyers, real estate executives, investors, and brokers, and arts professionals, like collectors, gallerists, and artists themselves. 630 guests attended the artist party of the year, 380 at the formal Gala from 6-9pm, and 250 joining the fun for the "Art is Everywhere" After Party from 9pm-midnight. The organization raised \$470,000 from the event, which will support Chashama's efforts to provide artists with space to create and present their work for the next year.

*"By far, the best Chashama Gala to date!"* - Chashama Founder & Artistic Director, Anita Durst.

The 2017 Chashama Gala honored [Pentagram](#), the world's largest independent design consultancy, [Sir Shadow](#), a long time Chashama Artist and Friend, and Joe McMillan, CEO of [DDG](#). All three honorees have had an incredible impact on Chashama with their endless support, partnership and contributions to the art world. Top Gala Sponsor and Honorary Chair, Darcy Stacom of CBRE, was also a very important guest at the event. Other guest highlights include Carole Feuerman, world famous hyper-realist sculpture artist and Gala Co-Chair, and Amedeo Pace, vocalist and guitarist from the band, Blonde Redhead.

Guests' experience began at check-in, where they were greeted by [Flambeaux Fire's](#) "Living Candelabra" hot-wax sculpture installation, featuring the Chashama Mama herself, Anita Durst, as the centerpiece. To continue on to the 22nd floor, guests traveled through Gerard Segovia's "Inner Passport Borderless Control", setting the tone that everyone is welcome and free to roam at Chashama. Favorite installations from the event were Edisa Week's Delirious Hair Designs, where guests sat down in the make-shift hair salon to receive a unique up-do on site, and Zena Loxton's "Now is Beautiful", a 5 minute virtual reality meditation experience that allowed attendees to experience a deep, meditative state.

Funds raised from the event will be used for artist stipends, utilities for donated spaces, youth arts programs, curator visits to artists' studios, work spaces, presentation space upkeep, and much more. Chashama is truly grateful for all of the support before, during, and after the 2017 Chashama Gala. To see photos of the event, visit the album [here](#).

*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 borough, fostering a dynamic community of supporters who share a commitment to keep artists in New York. To learn more and get involved, visit [chashama.org](http://chashama.org).*

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