

BRIDGETTE MAYER GALLERY

FOR IMMEDIATE RELEASE

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Bridgette Mayer Gallery
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Bridgette Mayer Gallery Launches PhillyArtExperience.com with Month-long Exhibition

PHILADELPHIA, June 14, 2013 – Bridgette Mayer Gallery announced today’s launch of PhillyArtExperience.com, a hub website highlighting exclusive art events happening in Philadelphia. Concurrently with the Philly Art Experience website launch, Bridgette Mayer Gallery is staging a month-long group exhibition featuring more than 200 artists – roughly half of them from Philadelphia – creating 400 paintings, photographs, collages, and sculptures. The exhibition benefits BalletX, Philadelphia’s premier contemporary ballet company and will run July 9th through August 9th, 2013. Each artist is working with one or two ten inch square panels generously donated by Ampersand Art Supply. Philadelphia, national, and international artists from every point in their career—from recent MFA graduates to established artists held in prominent museum collections – will exhibit side by side in the gallery. Each work will be sold for either \$500 or \$1,000, with proceeds benefitting BalletX. For a list of exhibiting artists, please visit www.bridgettemayergallery.com/exhibitions/benefit-exhibition-for-balletx. A component of PhillyArtExperience.com will present each of the 400 works as an e-commerce platform.

To commemorate both the website launch and the exhibition, three days of events, from Thursday, July 11th through Saturday, July 13th, will include, educational programming, collecting advice, and local specials at restaurants and hotels. The events will be held at Bridgette Mayer Gallery, and will include a private walkthrough of the exhibition on Thursday, July 11th, a Meet and Greet with the artists on Friday, July 12th prior to the public opening, and a panel discussion on collecting art Saturday, July 13th.

The exhibition and related events are graciously sponsored by the With Art Philadelphia campaign™, at www.visitphilly.com/withart and uwishunu.com – both properties of the Greater Philadelphia Tourism Marketing Corporation. The With Art Philadelphia™ collaborative is a first-of-its-kind partnership to position Philadelphia among the world’s great art destinations and to increase visitation to the region from around the world.

“The incredible support of our sponsors will help PhillyArtExperience.com draw visitors to Philadelphia and realize the gallery’s vision to promote local artists’ careers as well as foster attendance to dining, hospitality, and cultural institutions,” said Bridgette Mayer, founder and president of Bridgette Mayer Gallery.

About the Gallery:

Bridgette Mayer Gallery, established in 2001, represents and exhibits artists whose work display the variety and genius of contemporary art now being created in the US. The gallery exhibits painting, sculpture and photography with an emphasis on innovative process and content-driven ideas that speak to beauty, technology, culture and the contemporary landscape. Housed in an historic 1799 Philadelphia brownstone, the gallery presents ten exhibitions a year in its 3,000 square foot space and participates in numerous art fairs in the United States.

About Our Sponsors:

The Greater Philadelphia Tourism Marketing Corporation (GPTMC) makes Philadelphia and The Countryside® a premier destination through marketing and image building that increases business and promotes the region’s vitality.

The **With Art Philadelphia™** collaborative is a first-of-its-kind partnership to position Philadelphia among the world’s great art destinations and to increase visitation to the region from around the world. The groups contributing financial

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and other resources to the campaign are: the City of Philadelphia, Greater Philadelphia Tourism Marketing Corporation, Barnes Foundation, Philadelphia Museum of Art, Pennsylvania Academy of the Fine Arts, Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology), Pennsylvania Horticultural Society, Philadelphia International Airport, Philadelphia Convention & Visitors Bureau, Greater Philadelphia Cultural Alliance, Commonwealth of Pennsylvania, The Lenfest Foundation, William Penn Foundation, Knight Foundation, Arts & Business Council of Greater Philadelphia, PNC and PECO.

For more information about travel to Philadelphia, visit visitphilly.com or uwishunu.com, where you can build itineraries; search event calendars; see photos and videos; view interactive maps; sign up for newsletters; listen to HearPhilly, an online radio station about what to see and do in the region; book hotel reservations and more. Or, call the Independence Visitor Center, located in Historic Philadelphia, at [\(800\) 537-7676](tel:8005377676).



Summer hours are Monday - Friday 10:00 a.m.- 6:00 p.m. & by appointment. For additional information please contact Bridgette Mayer at (p) 215-413-8893 (f) 215-413-2283

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