

BRIDGETTE MAYER GALLERY

FOR IMMEDIATE RELEASE

October 4, 2014

Bridgette Mayer Gallery announces...

PHILADELPHIA [Oct. 4, 2014] – Bridgette Mayer, Bridgette Mayer Gallery is pleased to announce a project she curated for TD Bank: "[TD Forests: Art for Trees](#)".

Partnering with communications firm Tierney Communications, Mayer interviewed over 50 artists to get her curatorial selection down to 15 artists in which Tierney and TD Bank selected the final 10 artists who they felt had a tremendous commitment to the environment and a greener New York through the ideas and stories within their artworks.

Each artist was asked to create or provide an original piece of art with a green message. Replicas of the artwork are currently on display in the windows of more than 100 TD Bank Stores in New York City – creating the effect of a virtual art gallery across the city's five boroughs. The original pieces of art will be available for sale, and proceeds will be donated to local environmental non-profit organizations.

The original artwork will be on display for the public in a pop-up gallery in Vanderbilt Hall at Grand Central Station from October 6-12, and in the 14th Street Passage on the High Line on October 24. The art will also be displayed at a pop-up gallery at New York Restoration Project's (NYRP) annual masquerade ball, [Hulaween](#), on October 31.

The 10 artists, who donated original pieces of art for "Art for Trees," all have ties to New York City. They include [Federico Herrero](#), who has exhibited work in the Guggenheim this past summer, as well as in many prestigious international institutions, and [Sharon Harper](#), whose photographs are in permanent collections at New York's Museum of Modern Art and Whitney Museum of American Art and who currently has solo exhibitions of her work up at Rick Wester Gallery, NY and Hermes, NY. [Dustin Yellin](#) who is a contemporary artist living in New York, and the founder of Pioneer Works, Center for Art + Innovation, in Red Hook, Brooklyn, [Ivan Stojakovic](#) who is a contemporary artists living in New York whose work for the project, 'Super Storm Barrier' is based on the aerial view of lower Manhattan, [Eileen Neff](#) who is a photographer featured in several museum collections including the Philadelphia Museum of Art and who currently has a solo exhibition of her works on view at Bruce Silverstein Gallery in NY, [Philippa Lawrence](#) who is an installation artist living in England who has exhibited around the world and created a photograph Bound V-57 from a project she created in 2011 with the Morton Arboretum, Lisle, Illinois, [Clara Fialho](#) who is a New York artist who has exhibited in NY and the United States, [Kathleen Vance](#) who is a New York artist who has exhibited in New York, Berlin and around the world, [Elizabeth Whalley](#) who is a New York artist who has exhibited extensively in New York and Canada, and [Julie Goldstein](#) an artist who has exhibited extensively in New York, and around the world who just launched an eco-friendly clothing company SWM (Swim With Me).

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"At TD Bank, we work hard to be as green as our logo," said Chris Giamo, Regional President, Metro New York. "'Art for Trees' is a fun and engaging way for us to give back to the local community. We hope the campaign increases awareness around urban forests and green spaces as the core of thriving cities like New York City."

"I am so proud to have the opportunity to support this campaign. TD Bank's commitment to the environment is truly unique and you will be inspired by the artworks created by each of the ten artists involved," said Bridgette Mayer.

"I have always loved public art-- it stimulates and challenges people to look at things differently as they just go about their everyday routines. And as a creative director I'm constantly trying to get people to look at brands differently. This project is special to me because it combines both of those two things. So at the end of the day I see this as a beautiful public art project for the people of New York from a bank that truly makes a difference in their neighborhoods every day," said, Patrick Hardy, EVP, Creative Director, Tierney Communications.

All proceeds from the sale of original art will be donated to local environmental non-profit organizations, including New York Restoration Project, Brooklyn Botanic Garden, Trees New York and Friends of the High Line. In addition, TD Bank will donate depictions of the art on vinyl clings to schools, community centers, neighborhood gardens and hospitals throughout New York City.

Visit www.tdforestsny.com to view all of the "Art for Trees" artworks and learn more about the campaign, the artists involved and TD Bank's commitment to the environment.

For purchase information or additional artist information please contact Bridgette Mayer: bmayer@bridgettemayergallery.com, www.bridgettemayergallery.com 215-413-8893

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