

# BRIDGETTE MAYER GALLERY

## FOR IMMEDIATE RELEASE

October 22, 2014

### Curator, Bridgette Mayer announces a pop-up gallery in NYC - The High Line

**PHILADELPHIA** [Oct. 22, 2014] – Curator Bridgette Mayer, Bridgette Mayer Gallery is pleased to announce that the project she curated for TD Bank: "TD Forests: Art for Trees" will be moving to the Highline in NYC for a one-day popup gallery experience this Friday, October 24<sup>th</sup> from 10am-6pm.

The **High Line** (also known as the **High Line Park**) is a 1.45-mile-long is a public park built on a historic freight rail line elevated above the streets on Manhattan's West Side. It runs from Gansevoort Street in the Meatpacking District to West 34th Street, between 10th and 12th Avenues. As of September 2014, the park gets nearly 5 million visitors annually.

The final 10 artists she curated for the project each donated an original piece of artwork for "Art for Trees," and all have ties to New York City. The artworks will be auctioned off online starting October 31<sup>st</sup>. The artists include Federico Herrero, Sharon Harper, Dustin Yellin, Ivan Stojakovic, Eileen Neff, Philippa Lawrence, Clara Fialho, Kathleen Vance, Elizabeth Whalley and Julie Goldstein.

On October 31<sup>st</sup> the artworks will be live online for auction. 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.

"I am very pleased that the city of NY and the public will get to experience a one day unique pop-up gallery on the Highline with artists who are committed to the OneMillionTrees and TD Forests: Art For Trees initiatives. With their connection to NYC and commitment to a greener New York, these artists should delight and inspire" said curator Bridgette Mayer who further commented, "I hope you can make time to take a peek at this one day installation which will be up this Friday from 10am – 6pm."

Visit [www.tdforestsny.com](http://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 auction, purchase information or additional artist information please contact Bridgette Mayer: [bmayer@bridgettemayergallery.com](mailto:bmayer@bridgettemayergallery.com), [www.bridgettemayergallery.com](http://www.bridgettemayergallery.com) 215-413-8893

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