



Press Release

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The New Boom Collective: 277 Broadway

The first of a series of art shows revitalizing vacant spaces around Manhattan and giving aid to non-profit organizations through the sale of art

On December 18, 2009, Helac & Wirth, in partnership with Kitchen Habitat and Food Bank for New York City, will present their first art show entitled “The New Boom Collective: 277 Broadway” at Kitchen Habitat, a new Kitchen showroom on 277 Broadway, 2nd Floor, from 6:30-9 PM. All art will be for sale with half of all proceeds benefitting the Food Bank for New York City and will remain on display through January 18th, 2010 following the initial showing.

Helac & Wirth is a new art advisory company whose primary goal is to promote emerging artists while working with charitable organizations and Real Estate brokers within the New York City community. Underlying this mission is the belief that through partnerships with landowners, charitable organizations, and artists, the current economic recession can provide opportunities rather than disappointments. Real estate brokers or landowners who lend out their vacant spaces to Helac & Wirth will benefit from the influx of new clientele generated from the curated art exhibits displayed within their space, and artists will benefit from the multiple exposure they will be given by participating in the series of “New Boom Collective” art shows around Manhattan. Finally, non-profit organizations, like Food Bank for New York City, that partner with Helac & Wirth will benefit from the show’s art sales, as they will be receiving up to 50% of all the proceeds.

“The New Boom Collective: 277 Broadway” is the first in a series of “The New Boom Collective” art shows that will be held at different locations in the city, including apartments and store fronts, and will focus on promising exposure to emerging artists, some of whom have already established themselves in the art world. The series is designed to create a hybrid gallery that is both ephemeral and permanent, one that has no particular address and yet is linked by its name. Every venue in which the show is held will have its name attached to “The New Boom Collective.” According to Helac & Wirth partner Sabrina Wirth, “By having shows at different locations, we hope to bring attention to as many venues as possible. We also plan to collaborate with Kitchen Habitat on future projects.” Many of the same artists will be invited to display their work again during the series.



Artists participating in the December 18th show include:

Regine Bloch, Nicky Chang, Reet Das, Sharon Dowell, Erin Hudak, Hubert Kretschmar, Alfie Lee, Kristy Leibowitz, Charles Lutz, Ruth Ava Lyons, Ida Musemic, Aaron Raymer, Elizabeth Ross, James Seward, Daria Souvorova, Jan Testori-Markman, Peter Theron, Linda Turner, George Venson, Matt Watson.

Regine Bloch:

Regine Bloch was born and raised in Germany, where she earned a degree as a pharmacy assistant. She studied art at Oregon College of Art and Craft in Portland and interior design at PCC, Portland. She studied under Joel Cottet pottery, under Chase Winfield sculpture, and under Leandro Manzo, an international renowned painter from Buenos Aires, painting.

Regine was awarded by the Beaverton Education Foundation in Portland, Oregon in 2000 and was chosen to be one of the artist for the Grand Marché d'Art Contemporain in Paris in 2006. Regine showed with galleries in New York, Charlotte, France, and Germany. For her last show she was invited by the Consulate General of the Federal Republic of Germany to show in Atlanta.

Nicky Chang:

Nicky Chang was born in Tianjin, China. She was trained as a Chinese brush and ink painter for ten years since the age of four. After graduating from Williams College with a degree in art studio practice, she worked as a designer with art museums and architecture offices in New York and Shanghai. At the moment she is attending the master of architecture program at Yale University.

Reet Das:

Reet Das's work intricately weaves together layer upon layer of translucent imagery of flora, fauna, architecture and corporeal forms. They are created on surfaces that include worn out blueprints, out of date maps, and stained multi-tonal paper. These constructed landscapes relate struggle, convergence, harmony and dissonance.

The smaller works are an odd moment captured in time while the larger paintings are stories within stories overlapped with a crisp ribbon of color that feels like a narrator's voice. The surfaces are rich with visual texture as well as being supremely glass-like and fragile. The delicate imagery repeats and blends into a pattern from one work to the next. Each successive painting and drawing creates and continues a fantastic narrative journey as the landscapes unfold to reveal something new with each viewing.



Sharon Dowell:

Sharon Dowell is a painter and Director at Center of the Earth Gallery in Charlotte, NC. She received her BFA from the University of North Carolina at Charlotte, and has work in major collections such as the Ritz Carlton Luxury Hotel, Duke Energy, The Renaissance Hotel, Fidelity Investments, and The Federal Reserve Bank. Recent exhibitions include Christies New York and Duke University. Dowell traveled to Iceland on an Arts and Science Council grant, and she recently completed a public mural for the City of Charlotte.

Erin Hudak:

Erin Rachel Hudak was born in 1978 in Stow, Ohio. Her work explores the juxtapositions between our deepest desires and the undoing of our selves, our environment and each other.

Immediate, passionate and honest, Hudak uses current events and images mined from mass media in order to have a conversation of exposed privacy between her and the viewer.

She attended Allegheny College in 1996 to study art and literature and received her B.F.A from the Savannah College of Art and Design in 2002. She was awarded a fellowship from the Vermont Studio Center, where she completed a residency in 2006. Hudak has exhibited her work both nationally and internationally. In January she had a solo show at the JLA Baxter Street Gallery in Manhattan. She lives in Brooklyn, New York with her husband James Seward.

Hubert Kretschmar:

After studying visual communication and painting under Helmut Sundhausen at Essen's Folkwang Hochschule, Hubert Kretschmar honed his natural talent for design working with design legend Willy Fleckhaus, and at the Josef Beuys (FIU) Free International University for Creativity and interdisciplinary Research in Düsseldorf. In 1978, Kretschmar arrived in New York (where he still lives), and began to visually translate the last sounds of the disco era and the growl of punk rock into groundbreaking works of illustration, photography, video, sculpture and computer graphics. Kretschmar has created artwork and designed branding for artists such as the Rolling Stones, Kraftwerk, Iggy Pop and Led Zeppelin, and international corporate clients like Thurn & Taxis, Apple, MTV and Nike. As a fine artist, his work has shown in galleries and museums from New York to Tokyo, and Miami to Basel, Switzerland.

Alfie Lee:

Alfie Lee is a Singapore-born, New York City-based photographer and writer who produces semiotic tone poems with a deconstructive bent through the contiguous placement of photographs and text. Alfie is also a commercial and editorial photographer, a published author of short stories and poetry and a designer of graphic tees.



Kristy Leibowitz:

New York artist Kristy Leibowitz works with a variety of media subverting found objects into pieces that are accessible and functional. Leibowitz's personal collage artworks, incorporate her photographic background while displaying elements of sculpture and craft. Using objects in unconventional ways brings new ideas about waist management and green opportunities. Kristy Leibowitz graduated from Parson's School of Design in 2005 and has been showing her work at Art Basel Miami Beach, 151 Gallery, and the Brooklyn Artwalk in NYC.

Charles Lutz:

Born outside of Pittsburgh, Pennsylvania in 1982, the artist Charles Lutz attended the Pratt Institute in Brooklyn, New York. There he began dealing with the themes of commerce, luxury, class warfare, and conflict within the art world. Lutz has worked on projects for Surface Magazine, Time Out New York, and Terminal 5. In early 2007 Lutz began the series "Denial and Acceptance" which was based on a series of 12 replicated Andy Warhol Self Portraits that were formally sent to the Andy Warhol Art Authentication Board to have intentionally denied, stamped, and cataloged. Therefore creating officially denied Warhol self-portraits authored by artist Charles Lutz. From these works, a body of over 400 works were created that will be cataloged on the artist's website for the series, warholdenied.com. Lutz is currently working on an ambitious series of paintings that critique the current culture through the reference of 19th century political cartoons. The artist currently lives and works in Brooklyn, New York.

Ruth Ava Lyons:

Ruth Ava Lyons received a BFA from Kent State University and MFA from Cranbrook Academy of Art. Recipient of a Fulbright fellowship, American Scandinavian Foundation and Ford scholarship, and several other grants and residencies. Her work has been exhibited in over 100 exhibitions. Selected Collections include the Metropolitan Museum of Art, The Museum of Women in the Arts, DC, Hearst Corp, SAS Institute, Philip Morris NY, Federal Reserve Bank Of Richmond, New Orleans Museum of Art, and St. Johns Museum of Art. Lyons has taught in institutions in North Carolina, NY, Michigan, and Ohio. Ruth Ava Lyons and her partner Paul Sires pioneered the Noda Arts district in 1985 in Charlotte, N.C. and opened Center Of The Earth Gallery, now in its 20th year (www.centeroftheearth.com).

Ida Musemic:

Ida was born in Sarajevo and grew up in Bosnia and Herzegovina, Libya, Iraq and Croatia. She earned a BA in Fashion Design and Theatre from University of Zagreb, Croatia, and University of Oslo, Norway, and a MSc in Arts Administration from Drexel University, Philadelphia.

Aaron Raymer:

Aaron Raymer was born and raised in Louisville, Kentucky. Mr. Raymer obtained an Associates Degree in Art



from Jefferson Community College and worked in the graphics and screen-printing industry for several years. He went on to graduate from the University of Louisville with a Bachelor of Fine Arts degree in 3D studios. He continued his studies at New York University where he earned a Master of Fine Arts. He currently lives and works in New York City.

Elizabeth Ross:

Elizabeth Sproul Ross, painter, photographer and teacher, a native of Staunton, Virginia, graduated from Queens College in Charlotte, NC. After teaching art for two years in Winston Salem, Elizabeth attended the University of North Carolina at Greensboro where she received her MFA. After returning to Charlotte with her husband, Bill, she began teaching at Central Piedmont Community College. Now, forty years and thousands of students later, she is still teaching at the college, and she is still striving to keep a balance between her passions of teaching, artwork, and family involvement.

James Seward:

James Seward was born in El Paso, Texas in 1979. He studied at the Savannah College of Art and Design, furthering his love of painting and receiving his B.F.A. He has exhibited in many galleries throughout the United States and was awarded the National Scholarship for Portraiture from the American Society of Portrait Artists. In 2005 James was given the high honor of participating in the Cleveland Museum of Art's NEO Show and was then highlighted with an honorable mention from the director of the Museum, Katherine Lee Reid and nationally selected jurors. In 2006 his painting My Father in the living room of our 10th house has been selected from 4,000 artists for the Bochever Portrait Competition at the Smithsonian National Portrait Gallery in Washington D.C. James lives in Brooklyn, New York with his wife, Erin Rachel Hudak and is currently working on a new series of work called Fathers.

Daria Souvorova:

Daria Souvorova was born in Minsk, Belarus in 1987. After moving to the United States with her family, she pursued a career in painting. Souvorova received her BFA in Painting from Pratt Institute in 2009. Souvorova's work has been exhibited in competitions and shows in New York, Baltimore and Washington and her design work has been published in magazines such as Art in America, Modern Painters, Art Forum, among others. Her work can be seen at www.DariaSouvorovaArt.com.

Jan Testori-Markman:

Jan Testori-Markman was born in 1965 and grew up in Guilford, Ct. In 1987, she received a Bachelor of Fine Arts degree in apparel design from Massachusetts College of Art. After college she came to New York and embarked on a nine-year career in women's clothing design and pattern making. After designing and producing jewelry for some of the major department stores in New York City, she now works as an artist there. Her paint



is not applied to a smooth canvas. Rather, her images are constructed through a process of applying numerous translucent layers of paint to a wood panel or sometimes a sheet of paper, washing away the negative space and revealing the previous layers of color. Her work can be seen as an evolving exploration of the contrast, in the physical world between what is seen and not seen, the commonplace and the unexpected.

Peter Theron:

Peter's artistic inclination began with painting. After seeing a Gerhard Richter retrospective while studying at Parsons in Paris, he was inspired to learn photoreal painting. From Paris, he went to San Francisco Art Institute where he finished his degree. After graduating, his ability in photoreal painting led him to work for Jeff Koons, in New York. While working as a painter during the day, his personal artistic focus shifted to sculpture. Sculpture lent itself to creating the mandala like, repetitive forms which interested Peter. Early sculptures were also influenced by society's apparent obsession with superficiality. However, in recent years the predominant influences in Peter's work have been Jungian dream interpretation, the universal unconscious, and Yoga philosophy.

Linda Turner:

Linda Turner, raised in both NYC and Northern Virginia, has lived her adult life in NYC. It was here that she achieved a BFA in Surface Design/Textile Design from the Fashion Institute of Technology, and later completed a graduate degree at Pratt Institute in Art Therapy. Additionally, she has studied painting, drawing, sculpture and ceramics at the Arts Students League, School of Visual Arts, Greenwich House Pottery and Parsons School of Design. She is currently painting with the Tribeca Arts Group on Warren Street and has been there for the past 6 years.

George Venson:

George Venson, 25, studied Studio art and Economic theory at Rice University before moving to New York. His large paintings reflect a focus on repetition and difference, with figures emanating organically from within the paintings. The paintings reference figures and artifacts at once, occupying an alien, flattened space. The body of work that Venson creates, functions as a closed system; the paintings relate to one another in a series of two, three or six individual settings, bringing the compelling relationships between art and life, gender and the institution into the forefront of his work. He lives and works in Brooklyn.

Matthew Watson:

Seen through a materialist art historical context, Matthew Watson's portraits mimic Northern Renaissance portraiture, right down to the pigments and the media used for their completion: powdered venetian glass, fir balsams, copper plates. Watson's portraits are meticulously built objects that fetishize supposed authenticity, emphasizing surface and method of production above all else. Matthew Watson has a B.A. in Studio Art from Williams College ('04). He has previously exhibited at Thapong Visual Art Center in Botswana, and at Work Gallery in Brooklyn.

Helac & Wirth was founded by Soraja Helac and Sabrina Wirth, both graduates of Sotheby's Institute of Art with master's degrees in Art Business. They plan to draw on their wealth of contacts within the art community to bring the best exposure to their clients. They are currently working on a website that will provide information on upcoming shows and events: www.helacwirth.com

The show is invitation only; for admission, please contact HelacandWirth@gmail.com.

Participating organizations and companies include:



Food Bank for New York City



Premier Cru Wine Merchants

KITCHEN HABITAT

(not the official logo)