

Press Release

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Objects in the Mirror: 277 Broadway

The second in a series of art shows revitalizing vacant spaces around Manhattan and giving exposure opportunities to talented artists

New York, NY - May 20, 2010 - On Thursday, May 20, 2010, Helac & Wirth Art Advisory, in conjunction with Kitchen Habitat, presents the opening reception to the group photography show “Objects in the Mirror” at the Kitchen Habitat showroom on 277 Broadway, 2nd Floor from 6-9PM. This will be the second show in the series “The New Boom Collective”, whose inaugural show was on December 18th, 2009 at the same location.

All art will be for sale and will remain on display through Friday, June 18.

Helac & Wirth is an art advisory company whose primary goal is to promote emerging artists while working with charitable organizations, Real Estate brokers, and various businesses 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.

The title is derived from the subject matter of most of the photographs, which are everyday scenes, objects, or places that are transformed through the photographic lens into a very unusual reality. Objects in a mirror can either be true reflections of an image, or they can reveal something that is not customarily seen. Viewers will have to experience the show for themselves in order to draw their own conclusions.

Artists Participating in the Show:

Patrick Mulcahy, Keith Lew, Dino Pantazopoulos, Peter Calvin, Olimpia Ferrari, D. Yee, Monika Sziladi, Hrvoje Slovinc, David Londoño, Jordan Taler, Kim Llerena.

Thank you to: **KITCHENHABITAT** | 277 Broadway, Suite 201 | New York, NY 10007 | (212) 571-5441