

FOR IMMEDIATE RELEASE

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What: Art.Downtown.

Where: Heartside/Downtown

When: Friday, April 11, 2014 6pm-11pm

Who: Local artists, galleries, shops, and restaurants

### **Fresh Faces and Shows at the 5th Annual Art.Downtown.**

Established galleries take on new curators for a fresh take on Art.Downtown.

GRAND RAPIDS, Mich.- Art.Downtown. celebrates it's five year anniversary on Friday, April 11, 2014 from 6pm-11pm. This one night event features over 300 local artists in more than 30 downtown locations. Come see the work of talented, local artists that will be displayed in galleries, businesses, and studio spaces. Trolleys, maps, and volunteers will help you navigate the event and make the most of everything Art.Downtown. has to offer.

Returning venues are bringing in fresh faces to create engaging new shows. Amanda Carmer, gallery director of Craft House, will feature a show by curator and Craft House intern Emily Veldman. Veldman is an undergraduate student at Kendall College of Art and Design studying illustration. For Art.Downtown. 2014, Carmer has given Veldman creative control of the gallery.

The exhibition, Co=Efficient will showcase local art Collectives in the Grand Rapids area such as Heartside Gallery, Creative Divide, The West Michigan Photography Collective, Con Artists Crew and more. The show centers around the strong the sense of community among Grand Rapids artists. It will also show the benefits of collaboration through an art collective. While the Craft House exhibition space is limited in size, Veldman has a lot planned for the night of the event. One collective that will be featured in Co=Efficient is The Hot Spot, a local cooperative who works with metals. They plan to create work live in the space and hand out their creations to visitors. Furthering the theme of community, there will also be various musical performances in the gallery throughout the night.

Find out more by connecting directly to Amanda or Emily:

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To make these many exciting venues easily accessible, three free Art.Downtown. trolleys will be making stops all around the event. There will be trolley stops along Monroe that will bring visitors to the Grand Rapids Art Museum and the DeVos Place. It will also stop at sites along South Division, like the Diocese of Grand Rapids. Other routes include the Commerce Business District which spans between Oaks and Weston. Trolleys also allow for easy transport to the GRCC Art Dept on Winchester and the UICA on Fulton.

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