

FOR IMMEDIATE RELEASE:

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March Madness? More Like Art Madness:

The Avenue for the Arts brings its second First Fridays Event to Division Ave.

Grand Rapids, MI, February 11, 2015 — Tired of watching, talking about, or hearing about college basketball? Friday, March 6th the Avenue for the Arts will host a First Fridays event to end the constant worry about your March Madness bracket. Pop-up galleries and art venues will be open along Division Ave. between Fulton St. and Wealthy St. from 6-10 pm. Events include:

- **Avenue for the Arts [Gallery] Space** - 307 Official Opening Reception. Join us for the inaugural exhibition at the Avenue for the Arts headquarters at 307 S. Division Ave. Featured artists include Heather Duffy, Ryan Wyrick, Danielle Wyckoff, and Jessica Hacker. [avenueforthearts.com](http://avenueforthearts.com)
- **Craft House Gallery** - Kitchen Gallery Showcase. Selected works for the Craft House Kitchen Gallery will be on display. Featured artists are Chase Covell, Taylor Greenfield, Dan Hojnacki, Steven Rainey, Ethan Ross, and Kaitlyn Zylstra ([www.crafthousegr.com](http://www.crafthousegr.com))
- **Spiral Gallery** - Sphere. Sphere is a fundraising venture initiated by six KCAD students on their journey to Knoxville, Tennessee, for an international printmaking conference, SGCI. This conference and its theme of "sphere" embody the ideas of sharing knowledge and embracing growth and set the tone not only for the works we individually contributed, but also for the possibilities we can accomplish as a group. Featured printed by Jenna Para, Erin Schaezner, Whitney Ruhlman, Kayla Karaszewski, Madison May, and Alex Orlowski. (<https://www.facebook.com/SpiralGalleryGR>)
- **(106) Gallery and Studio** - Documents. The fiber artwork of Eliza Fernand will be on display in the main level gallery and a special, one-night-only, projection screening of her work titled Collecting Scraps will be on display in the basement of (106) Gallery.
- **UICA** - Bring Your Own Beamer. An open-source, one-night exhibition series created by Rafaël Rozendaal. BYOB Grand Rapids allows artists to experiment with the medium of projection and react live to each other's work. (<http://www.uica.org/event-calendar/byobgr02>)
- **Parliament the Boutique** - Parliament with Boutique will be featuring a pop-up shop by Erica Lang of Woosah Outfitters. Woosah will soon be making its home on Division Avenue. The pop-up shop will include her hand-cut hand-printed art and apparel, and be giving a little preview of what's coming to the neighborhood. (<http://www.parliamenttheboutique.com>)

- **Smokin Js** - Art Showcase featuring the work of Joe Parsaca.  
(<http://paintingsbytubes.tumblr.com/>)
- **Have Company** - Open Hours (<http://www.have-company.com/>)
- **Sanctuary Gallery and Studio** - Open Hours ([www.sanctuaryfolkart.com](http://www.sanctuaryfolkart.com))
- **Heartside Gallery and Studio** - Open gallery and studio hours

Come down to the Avenue and help spread the art love Friday, March 6th.

For additional information, Contact: Jenn Schaub or Ethan Ross,  
[avenueforthearts@gmail.com](mailto:avenueforthearts@gmail.com) (please put First Friday in the subject) or visit  
[www.avenueforthearts.com](http://www.avenueforthearts.com)

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