

ARTwear 2009 FACT SHEET

About ARTwear

- ARTwear 2009 is The Art Gallery of Calgary's annual fall fashion fundraiser.
- Now in its seventh year, this high-energy evening features a runway show highlighting the season's must-have fashions for men and women from some of Calgary's hottest boutiques.
- Participating boutiques and designers are:
 - Crabapple Clothing Company
 - Pink Sugar
 - Paul Hardy
 - Primitive Couture
 - Boutik
 - Mealan
 - Azul Couture
 - Bloke
 - àlálá –Adejoke Taiwo's line
 - Amo Luxury
- The evening also features a Fashion Trunk Show Auction where guests will discover unique pieces from these boutique retailers and have an opportunity to bid on one-of-a-kind styles. The evening also includes a Silent Auction composed of items donated by local businesses.

ARTwear Proceeds

- Proceeds from the ticket sales, the Fashion Trunk Show Auction and the Silent Auction go towards The Art Gallery of Calgary's renowned education and public programming.
- Over the past two years ARTwear has raised \$76,118.41 net cash and \$259,152.32 gift-in-kind support.

ARTwear Attendance

- 400 hundred people are expected to attend ARTwear 2009
- Over 2500 people have attended ARTwear over the past seven years
- Since its inception, ARTwear has consistently expanded to accommodate the demand for tickets and each year the event has SOLD OUT.

The AGC in Calgary

The Art Gallery of Calgary is a non-profit, non-collecting, public art gallery dedicated to art education programs and exhibiting contemporary art.

The Art Gallery of Calgary provides a voice and venue for art and ideas that offers Calgarians and visitors a fresh, modern and insightful take on contemporary art.

Thank-you for supporting The Art Gallery of Calgary!

Public Service Announcement:

Event Listing

The Art Gallery of Calgary

ARTwear 2009

The Art of Fashion Annual Fall Fundraiser for The Art Gallery of Calgary

Tickets are on sale now for Calgary's premier fashion event and fundraiser ARTwear: The Art of Fashion, presented by The Art Gallery of Calgary. Now in its seventh year, this high-energy evening features a runway show highlighting the season's must-have fashions for men and women from some of Calgary's hottest boutiques. The ante has been upped this year with an exclusive line being designed for the show by Project Runway Canada season two contestant Adejoké Taiwo.

The evening includes a Fashion Trunk Show Auction and Silent Auction where guests can build their wardrobe for fall and winter and bid on items donated by local Calgary businesses. Funds from ARTwear go towards The Art Gallery of Calgary's hands-on curriculum-based art education programs for school groups from Kindergarten to grade 12 and The AGC's public programming. The ARTwear after-party will feature music by local talent Kyemara.

Date: Friday, November 6, 2009
Tickets & ARTwear
Doors: Hotel Arts (119 – 12 Ave SW)
\$75 per ticket
Doors are open at 7 p.m.

ARTwear has sold out every year. To order your tickets now please visit www.artgallerycalgary.org or call Claudia Almiron at 403-770-1353.

Media Inquiries may be directed to:

Lynn Cox, Cohn & Wolfe

Office: 403-228-6688 | **Cell:** 403-462-2311 | **E-mail:** lynn.cox@cohnwolfe.ca

Inaugural ARTwear 2009 Open Model Call

The Art Gallery of Calgary seeks new talent for Calgary's premiere fashion show and fundraiser

The Art Gallery of Calgary is searching out new talent for ARTwear 2009 by hosting an open model call for female amateur and professional models. Models are invited to strut their stuff for a chance to walk the runway at ARTwear 2009 on Friday, November 6 at Hotel Arts and to be seen by local and international modeling scouts. Models will be selected by a panel of local industry experts for the opportunity to be part of Calgary's premiere fashion show and fundraiser. ARTwear models will receive a stipend for participation in the fashion show.

Date: Wednesday, October 21, 2009
Location: Hotel Arts (119 – 12 Ave SW)
Time: **DROP IN between 3 - 6 p.m.**

Judging Panel:

Lu Kapp, *Fashion Director of ARTwear and former Director of Modeling for John Casablanca.*

Tara Anan, *Owner and Founder of Artists Within School of Makeup and Modeling Agency.*

Adejoké Taiwo, *Fashion Designer and Project Runway Canada season two contestant.*

About ARTwear 2009: The Art of Fashion

Now in its seventh year, this high-energy evening features a runway show highlighting the season's must-have fashions for men and women from some of Calgary's hottest boutiques. The ante has been upped this year with an exclusive line being designed for the show by Adejoké Taiwo. The evening includes a Fashion Trunk Show Auction and Silent Auction where guests can build their wardrobe for fall and winter and bid on items donated by local Calgary businesses. Funds from ARTwear go towards The Art Gallery of Calgary's hands-on curriculum-based art education programs for school groups from Kindergarten to grade 12 and The AGC's public programming. ARTwear has sold out every year.

To order tickets please visit www.artgallerycalgary.org or call Claudia Almiron at **403-770-1353**.

Model, Casting and Media Inquiries may be directed to:

Lynn Cox, Cohn & Wolfe | Calgary

Office: 403-228-6688 | **Cell:** 403-462-2311 | **E-mail:** lynn.cox@cohnwolfe.ca

Media Invitation



ARTwear 2009

The Art of Fashion Annual Fall Fundraiser for The Art Gallery of Calgary

Media are invited to Calgary's premier fashion event and fundraiser ARTwear: The Art of Fashion, presented by The Art Gallery of Calgary. Now in its seventh year, this high-energy evening features a runway show highlighting the season's must-have fashions for men and women from some of Calgary's hottest boutiques. The ante has been upped this year with an exclusive line being designed for the show by Project Runway Canada season two contestant Adejoké Taiwo.

The evening includes a Fashion Trunk Show Auction and Silent Auction where guests can build their wardrobe for fall and winter and bid on items donated by local Calgary businesses. Funds from ARTwear go towards The Art Gallery of Calgary's hands-on curriculum-based art education programs for school children from Kindergarten to grade 12 and The AGC's public programming. The ARTwear after-party will feature music by local talent Kyemara.

DATE: Friday, November 6, 2009 (7 p.m. doors open)

WHERE: Hotel Arts 119 – 12 Ave SW Calgary, Alberta

SCHEDULE OF EVENTS:

7 p.m. Doors Open

8 p.m. Runway Show

9 p.m. After-Party

Please RSVP by Thursday, November 5, 2009 to:

Emily Duncanson Cohn & Wolfe

Office: 403-228-6688 | **Cell:** 403-462-2307 | **E-mail:** emily.steeves@cohnwolfe.ca

FOR IMMEDIATE RELEASE

ARTwear 2009

Calgary's fashion community make ARTwear 2009 a huge success, helping to raise over \$50,000 for The Art Gallery of Calgary's public and education programs.

Calgary, Alberta (November 10, 2009): The Art Gallery of Calgary (AGC) hosted Calgary's biggest fashion fundraiser Friday night when The AGC's Annual ARTwear Fashion show brought the fashion minded together for a night of stunning design and must have fashions to raise money for educational programming at The AGC. Over \$50,000 cash and \$130,000 in gift-in-kind dollars were raised from the show and auction, money that will be directly invested in hands-on curriculum-based art education programs for school groups at The AGC.

"The money raised will be injected directly into the community through hands-on curriculum-based art education programs for school groups and The AGC's public programming." said Valerie Cooper, President and CEO of The Art Gallery of Calgary.

Kicking off at 5:00 pm last Friday with a VIP reception, Hotel Arts was a buzz with beautiful people throughout the show and auction, stretching into the early hours with an exclusive after party. Local fashion celebrities like Dee Fontans and Adejoke Taiwo dotted the crowd and Calgary's best fashion boutiques including Pink Sugar, Primitive Couture, Boutik and Bloke had representation showcasing the hottest fashions for fall and winter.

The evening, which included a Fashion Trunk Show Auction and Silent Auction, drew a crowd of over 400 people.

"We are very pleased with the turn out and excitement at ARTwear. Every year we try to grow the event, as Calgary's fashion community also grows. Planning for next year is already underway." said Cooper.

The Art Gallery of Calgary is a public contemporary art gallery and a registered charitable organization. The AGC is recognized and valued locally, nationally and internationally for the quality of its contemporary art exhibitions and programs. The AGC's education and public programs provide students with an opportunity to discover contemporary art, interact with contemporary artists and express themselves through art. Presenting four new, innovative exhibitions per year, The Art Gallery of Calgary continuously develops mutually beneficial community and business partnerships. Please visit www.artgallerycalgary.org for more information.

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Media Inquiries:

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