

746 Panmure Road
Haverford, PA 19041
610.525.0272
www.mainlineart.org



FOR IMMEDIATE RELEASE

CONTACT: Rachel Ammon, Communications Director
610.525.0272, ext. 25 rammon@mainlineart.org
Images and additional info available upon request

Main Line Art Center Unveils Year-Long, Unique Art Commissioning Project
C³: Create. Connect. Collect.

HAVERFORD, PA (August 11, 2010)— Main Line Art Center is proud to present *C³: Create. Connect. Collect.*, an innovative project unique to the Philadelphia area, that connects patrons of the arts with notable contemporary artists from our region to collaborate through the commissioning process. *C³* begins this fall and culminates with a feature exhibition curated by Mary Anne Dutt Justice planned for the fall of 2011, kicking off the Art Center's 75 anniversary.

Main Line Art Center will select up to 50 professional artists, working in a variety of media including painting, photography, wood, glass and more, who are forward-thinkers and sought after for their original artwork to be a part of *C³*. To date, the following artists have agreed to participate:

Harry Anderson, Joan Becker, Astrid Bowlby, Moe Brooker, Carol Cole, Fritz Dietel, Bob Finch, Judy Gelles, Linda Lou Horn, Susan Howard, Jane Irish, Carol Kardon, Smokie Kittner, Jack Larimore, Lisa Learner, Elaine Lisle, Jonathan Mandell, Virgil Marti, Max Mason, Marianne Mitchell, Ann Northrup, Val Rossman, Jeff Schaller, Leo Sewell, Stuart Shils, Francine Shore, Lee Stoetzel, Sarah Steele, James Toogood.

Beginning this September, the Art Center will present a series of salons hosted in individual's homes and at the Art Center, where over light refreshments, guests will view a slideshow presentation of work by the artists. If a guest is then interested in commissioning work, the Art Center will help facilitate the match with an artist. Once paired, patrons will visit the artist's studio and artists will visit their patron's home. Artists will then work independently over a 3-5 month period to bring the commissioned piece to life and create something truly unique for the patron. The new work will be unveiled in the fall of 2011 at a feature exhibition, and a catalog will be produced showing each piece complemented with comments from the artists and patrons.

C³: Create. Connect. Collect. continues the Art Center's work to promote the careers of local artists while making art more accessible and approachable to a wider audience. Individuals interested in attending a salon at the Art Center or learning more about this project should call Main Line Art Center at 610.525.0272 or email Emily Ost at eost@mainlineart.org.

Main Line Art Center is located at 746 Panmure Road in Haverford, behind the Wilkie Lexus dealership just off of Lancaster Avenue. The Art Center is easily accessible from public transportation and offers abundant free parking.

- ### -