Groundswell Announces
Annual Art Auction Benefit

Event Date: Tuesday, October 20
Location: The Wythe Hotel, 80 Wythe Avenue, Brooklyn, NY

NEW YORK, NY – **Groundswell** announces its 2015 Annual Art Auction Benefit, in support of the organization's public artmaking programs. The Benefit will honor acclaimed photojournalist **Martha Cooper, Colossal Media Group**, and **David Goldstein,** Managing Partner of Goldstein Hall PLLC. The event will feature a silent and live auction of over 70 art works generously donated by both emerging and internationally-renowned artists, including **Martha Cooper, Swoon, Richard Serra**, and **Kara Walker**. Presented by the 2015 Benefit committee, led by chairs **Ricardo Cortés, Christine Haney**, and **Karen Jenson**, the Annual Art Auction Benefit will take place on Tuesday, October 20, 2015 at 7:00 pm at The Wythe Hotel.

Each of the 2015 honorees has made a unique contribution to Groundswell over the organization's 19-year history, furthering its work to bring together artists, youth, and community organizations to create public art, toward a more just and equitable world.

Martha Cooper is a legendary documentary photographer. She fell in love with street culture in New York in the 1970s and has pursued this direction in her work ever since, becoming one of the most important photographers of both the graffiti and hip-hop scenes. Cooper shot the first known photos of breaking after seeing B-Boys dancing in the subway in 1980. Her documentation of New York's graffiti art and Hip Hop scene resulted in the 1984 publication Subway Art in collaboration with Henry Chalfant, one of the most significant documents of this movement. Cooper is a leading photographer of her generation, traveling the world on behalf of hundreds of publications. She continues to record street scenes and street art throughout the world. Groundswell honors Cooper for her singular role in elevating public art and in helping to introduce diverse voices, talents, and perspectives to broad audiences.

Colossal Media Group is the world's largest hand painted mural and outdoor advertising company. From their headquarters in Brooklyn, Colossal's artists design and execute projects around New York and internationally, ranging from advertising and branding campaigns to major works of public art by some of the world's most famous artists. Their motto, Always Hand Paint, underlies their work, helping companies, organizations, and artists create distinctive presences in their communities. Groundswell and Colossal share the belief that talented mural artists using small-scale tools of hands, brushes, and paints to create large-scale works of art can profoundly enrich the urban environment and bring new ideas into the public sphere. Groundswell honors Colossal Media Group for their commitment to craft and for their belief that thoughtful, gorgeously executed works of art are essential to the life of a city.

David Goldstein is Managing Partner of Goldstein Hall PLLC, a law firm that focuses on affordable housing development, real estate finance, government affairs, corporate and business law and litigation. Goldstein joined Groundswell's board in 2003, and has served as Board President since 2012. He steps down from the President role in November. Under his leadership, Groundswell has grown threefold, and he has played an important role in building out structures of governance and fundraising to support this growth. Goldstein's expertise in affordable housing development, real estate finance, government affairs, and litigation have been important resources for Groundswell and have opened many doors and secured many mural sites for the organization. He is a highly-regarded expert in his field and has been involved with a wide array of issues connected to community development and housing equity. Groundswell honors Goldstein for his service to the organization and for his important role in the broader community of housing and advocacy.

Chloe Waddington of Christie's will be the auctioneer for the evening.

The list of contributing artists to the 2015 Benefit to-date includes **Cey Adams, AIKO, Nils Folke Anderson, Wayne Barker, Serena Bocchino, Tillamook Cheddar, Martha Cooper, Cope2, Ricardo Cortés, Molly Crabapple, Sophia Dawson, Esteban del Valle, Yana Dimitrova, Ben Eine, Steve Ellis, Nicky Enright, Maya Erdelyi, Shepard Fairey, Kristin Farr, Brenden Fernandes, Lori Fox, Glen E. Friedman, Chitra Ganesh, Javier Gomez, Pamela Hanson, Icy and Sot, Inez & Vinoodh, Gisela Insuaste, Ayana V. Jackson, Vandana Jain, Sherry Kerlin, KET, Chelsea Rae Klein, Terence Koh, Jenny Laden, Lady Pink, Thomas Loof, Pernille Loof, Sofia Maldonado, Jim Mangan, Jonathan Mannion, Elizabeth Maroney, Conor McGrady, Christian Mendoza, Mark Milroy, Joe Heaps Nelson, Emil Noel Olesen, Peter Pabon, Phetus, Alexandra Posen, Ricky Powell, Lee Quiñones, Orlando Reyes, Kenny Scharf, Jerry Schatzberg, Richard Serra, Jamal Simmons, Ken Solomon, Chris Stain, Swoon, Caroll Taveras, Mauricio**

Trenard, Lesley Unruh, Reid van Renesse, Kara Walker, Dirk Westphal, Charmaine Wheatley, Amani Willett, Nola Zirin, and **Bridgette Zou.**

This year's Groundswell Art Auction Benefit is proudly supported by 2015 Premier sponsors Colossal Media Group and Whole Foods Market; Patron of the Arts sponsor Sweet'N Low; and Distinguished sponsors Bloomberg Philanthropies, Con Edison, Davis Polk, Goldstein Hall, LLC, Hayward Industries, and SL Green Realty Corp. Additional sponsors include Ackler Wealth Management, Astoria Bank, Benchmark Title Agency, Bogopa Service Corporation, Federated Title Services, Heineken, Industry City, MDG Design and Construction, Mega, Milagro, Tito's Handmade Vodka, and Vita Coco.

Groundswell's Annual Art Auction Benefit
Date Tuesday, October 20, 2015 at 7:00pm
Location The Wythe Hotel
80 Wythe Avenue
Brooklyn, NY 11249
Cost Tickets start at $75, sponsorships from $2,500
More information at www.groundswell.nyc
Online Auction at www.paddle8.com/auction/groundswell

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