



FOR IMMEDIATE RELEASE

**VISUAL AIDS PRESENTS
THE 17th ANNUAL POSTCARDS FROM THE EDGE BENEFIT
JANUARY 30–February 1, 2015 AT LUHRING AUGUSTINE**

New York, September 29, 2014 – Visual AIDS is pleased to announce the next **Postcards From the Edge**, the organization’s first annual benefit event of the year for 2015. Widely known as one of Visual AIDS’ most exciting benefits, Postcards From the Edge provides an opportunity for the public to purchase original pieces of postcard-sized artwork by both established and emerging artists for only \$85 each. The 17th annual event will be held from January 30–February 1, 2015 at host gallery Luhring Augustine, located at 531 W. 24th Street in New York City.

Each fall Visual AIDS calls on artists from around the world interested in donating a 4 x 6” piece of original artwork. Last year, acclaimed artists such as **Ed Ruscha, Glenn Ligon, Janet Cardiff, John Baldessari, Kiki Smith, Zarina Hashmi, Robert Longo, Bill Viola, Marilyn Minter, Roger Hiorns, Catherine Opie, Lawrence Weiner, Jeff Koons, Jane Hammond, Rirkrit Tiravanija, Kay Rosen, Jim Hodges, Mary Heilman, Tony Feher, Jack Pierson, Julie Mehretu, William Wegman, Fred Wilson, Kerry James Marshall, Barbara Takenaga** and others joined emerging artists in submitting new works in a variety of media including painting, drawing, photography, collage and mixed media. This year the organization expects to receive upwards of 1,500+ postcard-sized pieces, and each will be uniformly priced at \$85. All works are displayed anonymously, with the artist’s identity revealed only after the work has been purchased.

Postcards From the Edge continues to attract the public as well as art aficionados alike. The fundraiser has attracted a great following with many eager fans camping overnight to ensure that they are one of the first guests through the door on the first day of the sale.

The **Preview Party** will be held on **Friday, January 30, 2015 from 6:00 – 8:00 p.m.** \$50 admission includes 2 raffle tickets for the chance to win first choice of any postcard that evening. The party will also include a silent auction of art and VIP passes allowing the highest bidder to bypass the line on Saturday morning. Advanced ticket purchase information is coming soon to www.visualaids.org.

The two-day **Benefit Sale** of postcard-sized art begins on **Saturday, January 31, 2015 from 10:00 a.m. – 6:00 p.m.** and continues through **Sunday, February 1, from noon – 4:00 p.m.** Admission to the Benefit Sale is first-come, first-served with the suggested donation of \$5 each day.

All postcards are \$85, but as a way for Visual AIDS to show their appreciation, anyone who purchases four postcards will receive a fifth one for free. On Sunday, guests who purchase two works will receive the third for free. Whether the works purchased are created by a famous or newly-discovered artist, all collectors walk away with a piece of art they love, knowing the money raised will support art programs raising AIDS awareness.

History of Visual AIDS’ Postcards From the Edge

Visual AIDS first held Postcards From the Edge in 1998 and has since raised over \$700,000 via this annual fundraiser. Since the event’s conception, over 17,000 postcard-sized works have been

donated by artists from around the world. Noteworthy artists who have participated in past years include: Louise Bourgeois, Cindy Sherman, Leon Golub, Sol LeWitt, Barbara Kruger, Frank Moore, Elizabeth Murray, Nancy Spero, Yoko Ono, Tom Wesselmann, and many others. By participating in Postcards From the Edge, artists and collectors support the mission of Visual AIDS, enabling the organization to produce contemporary art programs that promote AIDS awareness and support artists living with HIV.

About Submissions

Artists interested in donating an original work can check Visual AIDS website after September 30th to read full submission guidelines and download forms at www.visualaids.org. Participating artists are asked to mail their work to Visual AIDS by the **postmark deadline of December 8, 2014**.

About Visual AIDS

Visual AIDS utilizes art to fight AIDS by provoking dialogue, supporting HIV+ artists, and preserving a legacy, because AIDS is not over. Visual AIDS is the only contemporary arts organization fully committed to HIV prevention and AIDS awareness through producing and presenting visual art projects, while assisting artists living with HIV/AIDS. Visual AIDS is committed to preserving and honoring the work of artists with HIV/AIDS and the artistic contributions of the AIDS movement. For additional information on Visual AIDS, please visit www.VisualAIDS.org.

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Media Contacts

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