



My Magic Wall – 1410 Broadway



NY Fashion Rediscovered – 1441 Broadway

ZAZ10TS TO HOST OPENING AND PRESENT EXHIBITIONS AT THE 16TH ANNUAL GARMENT DISTRICT ARTS FESTIVAL

The Garment District Alliance is organizing its 16th annual Garment District Arts Festival, set for October 17 to 19, 2019 in New York City. Open to the public, the three-day festival is a district-wide celebration of the artists, crafters, galleries, and theaters that contribute to the creative energy that fuels this authentic New York neighborhood. Participants can make a behind-the-scenes visit to artists' studios, witness an unusual performance, learn crafting techniques, or discover unique art installations throughout the historic Garment District.

"The Garment District is home to a host of arts and cultural experiences that contribute to our neighborhood's vibrant, dynamic character, and our Arts Festival is a celebration of this exceptional creative community," said Barbara A. Blair, president of the Garment District Alliance. "We are proud to partner with ZAZ10TS to present an exciting line-up of programs during our 16th annual celebration, and we encourage all local New Yorkers and visitors to join us for this year's festival."

ZAZ10TS, an ongoing cultural initiative that integrates art into the office buildings at 10 Times Square (1441 Broadway) and 1410 Broadway, is partnering with the Garment District Alliance to host the festival's kick-off reception, and will also present a series of art and photography exhibitions and tours as well as music and theatrical performances as part of the Garment District Arts Festival.

"Integrating art and cultural experiences into the workplace environment helps to enrich one's surroundings," says Tzili Charney, founder of ZAZ10TS. "ZAZ10TS is dedicated to featuring art in its buildings throughout the year and during special events, such as the Garment District Arts Festival."

The ZAZ10TS schedule at the Garment District Arts Festival is as follows:

Festival Kick-Off Reception Hosted by ZAZ10TS

With a tour by current exhibition curator Ya'ara Keydar
Thursday, October 17, 2019, 6-8pm
10 Times Square/1441 Broadway lobby

ZAZ10TS Presents "10 Times Square: New York Fashion Rediscovered"

Fashion photography exhibition featuring long-lost runway images of designers and supermodels from the 1980s and 1990s
Thursday, Friday, Saturday, October 17-19, 2019 8am-10pm
10 Times Square/1441 Broadway lobby

New York Fashion Rediscovered Curator Talk

Exhibition Curator Tour with Yaara Keydar for the ZAZ10TS Exhibition "New York Fashion Rediscovered" (featured in NY Times)
Saturday, October 19, 2019, 10:30am - 11am (in Hebrew),
11:30am-12pm (in English)
10 Times Square/1441 Broadway lobby

ZAZ10TS Presents "My Magic Wall" Installation by Basmat Levin

Thursday, Friday, Saturday, October 17-19, 2019, 8am-10pm
1410 Broadway, lobby and elevators

ZAZ10TS Presents Basmat Levin Art X Israeli Artists Project

The "Magic Elevator" experience with singing performances

Saturday, October 19, 2019, 12:30-1:30pm

1410 Broadway, lobby and elevator

ZAZ10TS Presents Israeli Artists Project (IAP)

Musical and theatrical performances

Thursday October 17, 2019, 5:45pm-6:15pm

10 Times Square/1441 Broadway lobby

www.israeliartistsproject.org

For more information about the ZAZ10TS events taking place during the 16th Annual Garment District Arts Festival, visit

zaz10ts.com/garment-art-festival19 or call 646-517-4333.

For a full schedule of events for the Garment District Arts Festival, visit

<http://garmentdistrict.nyc/arts/arts-festival/>

About [ZAZ10TS](http://www.zaz10ts.com/)

ZAZ10TS is an ongoing cultural initiative that integrates art into the office building at 10 Times Square. Conceived by Tzili Charney, the ZAZ10TS gallery space employs the building's façade, lobby interior, and immediate environment to bring art and culture to the building's community, visitors, and passersby. ZAZ10TS takes pride in scouting and showcasing the gamut of talent ranging from established artists to young and emerging talent, as well as special needs artists, as part of its programming. In addition, ZAZ10TS partners with other organizations nationally and internationally to support art. For more information visit

<https://www.zaz10ts.com/>

About the Garment District Alliance

The Garment District Alliance serves New York's storied Garment District, in the heart of Midtown Manhattan. Working in partnership with local building owners and businesses, we improve the quality of life and economic vitality in this authentic New York neighborhood. The Garment District Alliance, formerly the Fashion Center BID, is a not-for-profit corporation, established in 1993. To learn more, visit

<http://garmentdistrict.nyc>.

###

Media Contacts: Cathy Callegari - cathy@callprinc.com or 212-579-1370

Liz Ammirato - liz@callprinc.com or 845-621-2005