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ZAZ10TS TO HOST OPENING RECEPTION AND PRESENT CURATED EXHIBITIONS FOR THE 15th ANNUAL GARMENT DISTRICT ARTS FESTIVAL

The Burgeoning Cultural Initiative Partners With The Garment District Alliance To Celebrate And Showcase Art In The Historic Business Improvement District

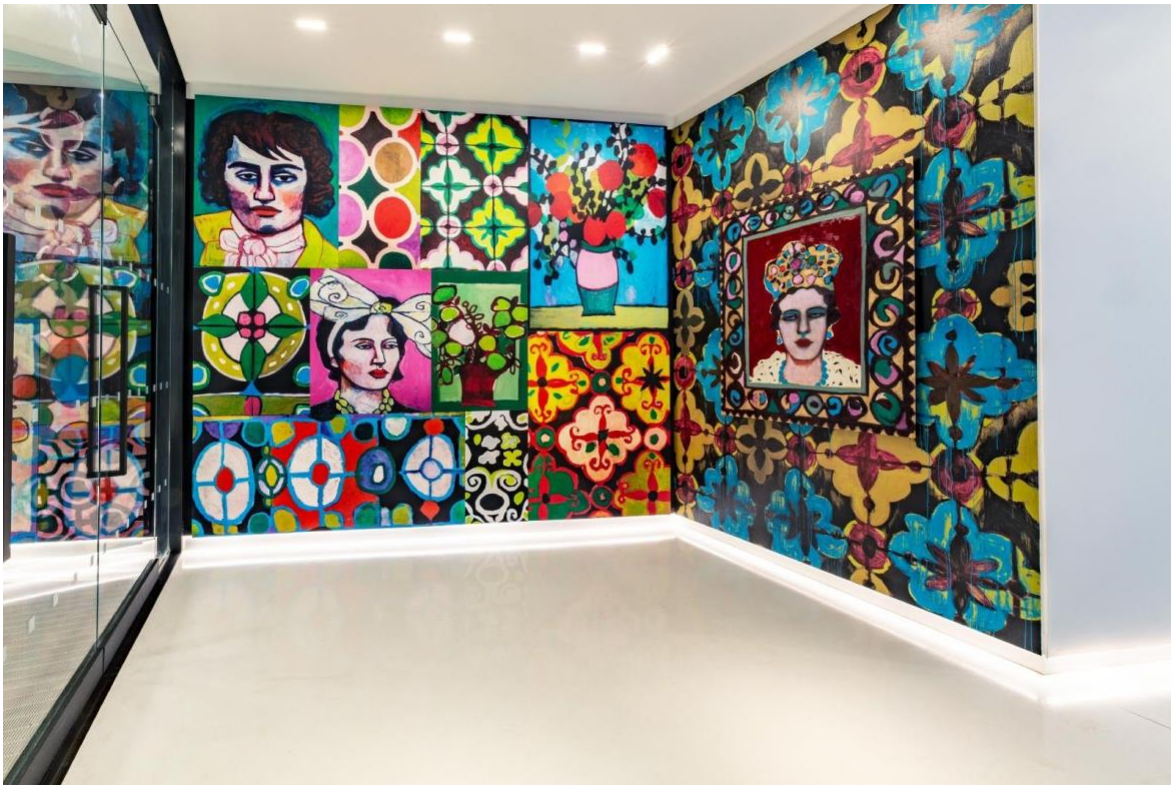


Image: "My Magic Wall" installation by Basmat Levin © ZAZ10TS photo by Zdravko Cota

NEW YORK–NY— **ZAZ10TS**, an ongoing cultural initiative that integrates art into the office building at 10 Times Square in New York City (1441 Broadway), is pleased to announce its partnership with the Garment District Alliance to present a series of signature exhibitions and performances as part of the 15th Annual Garden District Arts Festival, taking place October 18-20, 2018, in celebration of the history and ongoing vitality of one of the City's most important business improvement districts.

ZAZ10TS will host the Festival Kick-Off Reception in the lobby of its 10 Times Square office building on October 18, 2018, beginning at 6:00 p.m., where local government officials, business leaders, members of the artistic community and other participants will be in attendance. The general public is also invited to participate. During the reception and throughout the Festival, guests can visit ZAZ10TS' famed "MASKIT x EYAL NEVO: MOUNT SODOM" exhibition, featuring video and photography about the storied Israeli fashion house and its latest collection. Sharon Tal, MASKIT's transformative creative director who previously designed with Alexander McQueen, collaborated with celebrated Israeli fashion photographer Eyal Nevo to present a unique cultural experience at the intersection of fashion, art, history and place.

"Art is central to who we are as human beings and critical to the communities where we live *and* work," said Tzili Charney, founder of ZAZ10TS. "Art is not separate but rather part of our daily lives and we're committed to incorporating cultural elements into our office buildings year-round, and during milestone events like this year's Garment District Arts Festival. Thus, we're delighted to partner with the Garment District Alliance to showcase so many wonderful artists and exhibitions for the community."

"The Garment District is a vibrant, welcoming part of New York City and we are proud to celebrate the talented artists and makers that contribute to this creative community," said Barbara A. Blair, president of the Garment District Alliance. "Now in its 15th year, we have an ever-growing roster of artists and businesses participating in the Garment District Arts Festival, and we are thrilled to partner with ZAZ10TS to bring this rich cultural experience to an even broader community."

Through its partnership with the Garment District Alliance, ZAZ10TS will present a series of curated art experiences for the 2018 Garment District Arts Festival that are available to the public:

October 18-20, 2018 (festival-wide)

- The "MASKIT x EYAL NEVO: MOUNT SODOM" exhibition that ZAZ10TS launched during New York Fashion Week will serve as the [flagship exhibition](#) for ZAZ10TS' participation in the Festival.
- In addition, ZAZ10TS will screen a selection of [videos from 24 artists](#), based in New York City and from around the world, in a special presentation that will air in a continuous loop on the plasma screen billboard above the Champs Sports located at the corner of 41st Street and Broadway. Artist Davis Henry and fashion photographer Eyal Nevo are part of the video collection, along with several others such as Malin Abrahamsson, Eva Davidova, Dana Levy, Uri Katzenstein and Nandipha Mntambo.

- On display in the lobby of ZAZ10TS' 10 Times Square property are four permanent art installations:
 - [“Software Mirror”](#) is a digital art piece that changes and responds to the presence and point of view of the viewer, created by Daniel Rozin, an artist, educator and developer working in the area of interactive digital art.
 - [“Boxing Girl”](#) is an oil on bronze sculpture created by Claudia Alvarez, an artist who explores how social, political and psychological structures impact our behavior and personal interactions.
 - [“Untitled Sculpture,”](#) created by Julio de Rio and Karen May, who are part of an art center helping adult disabled artists, Nurturing Independence Through Artistic Development, or NIAD.
 - The [“Goomar”](#) reception desk is a creation from Stephanie Odegard, who works to preserve rare artistic traditions from around the world to assist artisans in developing countries.
- [“My Magic Wall,”](#) is an installation of portraits and patterns paintings created by Basmat Levin, an artist dually based in New York City and Shanghai. The wall installation will be on permanent display at ZAZ10TS' office building located at 1410 Broadway.
- Also available in the lobby of ZAZ10TS' 1410 Broadway property is a [Historical Fashion Photography Tour](#), celebrating the many fashion houses at home in the Garment District.

October 18, 2018

- Contemporary artist Davis Henry will stage “The Contrast,” a [multi-media presentation](#) that includes video and a movement performance taking place at the plaza along Broadway from 40th Street to 41st Street, beginning at 6:30 p.m.

October 18-19, 2018

- ZAZ10TS collaborated with SMF Global Consultants, Chernaya Media Group and Bravo Media to present a [fashion exhibition](#) in its 575 7th Avenue retail space that connects high-end fashion with cutting-edge technology to create an immersive fashion experience.
- Continuing its mission to bring art and culture to its office buildings, and to the broader Garment District community, ZAZ10TAS will host three sessions for participants to [“Meet the Artists,”](#) to include:
 - Friday, October 19, 2018 at 11:30 a.m. – 1410 Broadway
 - Friday, October 19, 2018 at 4:30 p.m. – 10 Times Square
 - Saturday, October 20, 2018 at 1:00 p.m. – 10 Times Square

For the full schedule of ZAZ10TS events taking place during the 15th Annual Garment District Arts Festival, visit <https://www.zaz10ts.com/garmentartfest18/>.

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ZAZ10TS is an ongoing cultural initiative that integrates art into the office building at 10 Times Square in New York City (1441 Broadway). Conceived by Tzili Charney, ZAZ10TS 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 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. To learn more, visit www.zaz10ts.com and @zaz10ts.

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>.

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