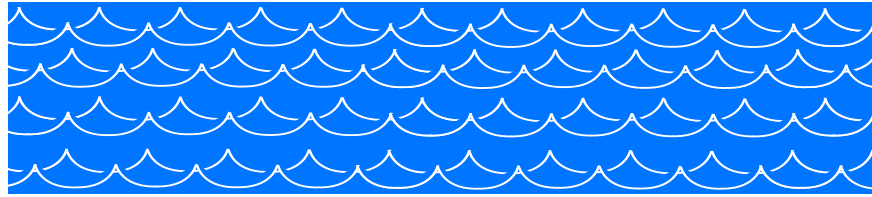


**SPRING/
BREAK**
ART SHOW



For Immediate Release

**SPRING/BREAK ART SHOW – NEW CURATOR-DRIVEN ART FAIR
LAUNCHES DURING ARMORY ARTS WEEK**

23 emerging curators take over 20 classrooms presenting artists' projects about the end of the world in the exhibition *Apocalist*, ARTLOG's *Show & Tell* talks and performances, and *After Hours* parties

March 8-11, 2012; Preview March 6

Old School, 233 Mott Street @ Prince Street, Nolita, New York

www.springbreakartshow.com

Daily Show Hours: March 8 – 10, 2012 | Noon-9pm; Sunday, March 11 | Noon-6pm

Press Preview: Tuesday, March 6 | 5pm (RSVP press@springbreakartshow.com)

Preview: Tuesday, March 6 | 6pm – 9pm (RSVP rsvp@springbreakartshow.com)

New York, NY – February 27, 2012 – The launch of a new art fair during the Armory Arts Week entitled SPRING/BREAK Art Show was announced today by The They Co., a creative consultancy that produces art events. The fair will inhabit Old School, a four-story converted schoolhouse space located in Nolita, from March 8–11, 2012.

Featuring the projects of 23 curators, the show will abandon the traditional focus on galleries – offering a “break” from the typical art fair model – and showcase a range of New York City's curatorial voices, all surrounding a single exhibition theme - *Apocalist: A Brief History of The End*.

Utilizing over 20 classrooms, hallways, and unique areas in one of the city's oldest schoolhouses, art works will be on display, arranged by curators representing the recent creative contributions of the Lower East Side, Williamsburg, Gowanus, and Bushwick. *Apocalist*, the inaugural fair's curatorial theme as described by Andrew Gori and Ambre Kelly, the co-founders of The They Co. and SPRING/BREAK Art Show, 'aims to elucidate the sense of direction, disorder, celebration, or disdain generated by real or invented global or personal assumptions of calamity.'

Curators include **Curação Calymayor, Angela Conant, Miky Fabrega, Robert O. Fitzpatrick, Alex Freedman, Andrew Gori, Ambre Kelly, Sean Kinney, Natalie Kovacs, Patrick Meagher, Yunhee Min, Helene Necroto, PJ Monte, Lisa Pomares, Amanda Schmitt, Jamie Sterns, Cecelia Stucker, Maureen Sullivan, Eve Sussman, Chen Tamir, Helen Toomer-Labzda, Tom Weinrich, and Manish Vora.**

Artists include **Artliars, Atelier VanLieshout, Lisha Bai, Sarah Bereza, Bigert & Bergström, Boyfriend/Girlfriend, Joe Brittain, Jim Budman, Shelley Burgon, Atom Cianfarani, Ben Cohen, Andreis Mikael Costa, Anne-Lise Coste, Dora Budor + Maja Cule, Myla Dalbesio, Violet Dennison, Leah Dixon, Miky Fabrega, Fall On Your Sword, David Alexander Flinn, Jeremy Floto, Noam Gonick, Sage Grazer, Marc Horowitz, Joe Jagos, Algis Antanas Kizys + Simon Lee, Maia Ruth Lee, Sanaz Mazinani, Glynnis McDaris, Jesse McLean, Jane Moseley, Jamie O'Shea, Takako Oishi, Brent Owens,**

Aurora Ixchel Pellizzi, Krista Peters, PPP, William Rahilly, Real Quick For Fun, Christine Rebet, Rachel Rossin, Celia Rowson-Hall, Desi Santiago, Silvershed, Sirra Sigurdardottir, Jennifer Sullivan, Eve Sussman, thefuturefuture, Kevin Trageser, Brad Troemel, Troika, Grace Villamil, Pete Voelker, Cassandra Warner.

ARTLOG will host a program of nightly lectures and performances, called *Show & Tell*.

A special installation, performance, and create your own The END sign workshop will be created by Bigert & Bergström with Cabinet Magazine based on THE LAST CALENDAR.

SPRING/BREAK Art Show and Tanteo Tequila present AFTER SCHOOL SPECIAL: VIP After Hours at *Fig.19* each night for the duration of the art fair. Complimentary Tanteo Jalepeño Margaritas will be served from 9pm-11pm and the After Hours will continue into the wee hours.

David Campbell, owner of Tanteo Tequila, has a selection of pieces from his collection on display at *Fig.19* through March 11th, including works by Richard Hawkins, Sharon Lockhart, Karen Kilimnik, Adam Pendleton, Man Ray, Jim Shaw and William Wegman.

SPRING/BREAK Art Show would like to thank our partners and sponsors for their generous support.

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After School Special Sponsor

ARTLOG



Teacher's Lounge Partners



DEEP SEA
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LITTLE CUPCAKE
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Special Thanks to The Armory Show, Armory Arts Week, Envoy Enterprises, Michelle Darnell, April Hunt, Nadia Koch, Manuela Paz, CJ & PJ Steffen, Anthony Udofia, and Kristin Vincent.

The They Co. creative supergroup has organized, curated, facilitated and produced events with Flux Factory, Collective Show, Nuit Blanche New York, Silvershed, The Metric System, The Underground Library, Gowanus Studio Space, and numerous other community-based arts organizations. In May of 2011, the group organized the SCHOOL NITE exhibition event for the New Museum's *Festival of Ideas for the New City*, and in September intercepted the city's San Gennaro Festival with a 90-foot sculptural interpretation of the Roman oculus, created by SOFTlab.

Editor's Notes:

About SPRING/BREAK Art Show

SPRING/BREAK Art Show offers a new platform for curators and artists to participate in major Art Week events. Curators and artists are asked to participate by invitation only, and there is no fee for their participation.

AFTER SCHOOL SPECIAL: VIP After Hours at Fig.19

Nightly, March 6 - 10, 2012

(RSVP essential for details – special@springbreakartshow.com or online @ www.springbreakartshow.com/rsvp)

For more information, visit our website www.springbreakartshow.com or contact us at hey@springbreakartshow.com.

Press Inquiries: contact us at press@springbreakartshow.com