



CULTIVATING YOUTH AS CREATIVE WORKFORCE WWW.ARTS-STREET.ORG
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EVENT DATE: SEPT. 12, 2009..... TIME: 6 P.M.PLACE: REDLINE 2350 ARAPAHOE, DENVER.

Art for Ransom kidnaps a night for fun!

DENVER – During **Art for Ransom**, on Sept. 12, art will be virtually kidnapped and held for ransom. The event, to be held at RedLine from 6-10 p.m. and will be part happening, part exhibit, part installation and a big party. The concept is to imagine what the world would be like without art, and pony up some small change, and big donations if you have it, so the art can be revealed. Art for Ransom is a collaborative fundraiser benefiting Arts Street and RedLine, a nonprofit urban laboratory for contemporary art.

Art for Ransom is the realization of an idea developed at the student design competition put on by the Art Directors Club of Denver in the fall of 2008. About 100 student graphic designers teamed with professional art directors and brainstormed ways to market Arts Street – with the added caveat that the budget was next to nothing. The winning team came up with the idea of Art for Ransom. ‘Where would we be without art?’ the team asked. ‘If art was suddenly kidnapped, would we get a sense of its value?’ and would donors – big or small – pay to get it back?

To draw attention to the cause several public artworks around the city have been nabbed – covered with black plastic and caution tape. The art will be returned to its normal state just after the event. No, the city does not have to pay for it twice, What will be shown at RedLine? We’re not saying. You have to be there.

For more information, please contact: Stella Yu at 303.328.1868 or at stella.yu@arts-street.org.