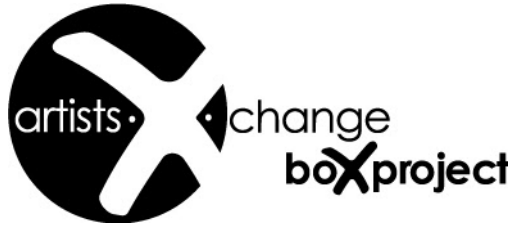


IG: [@artists.x.change](https://www.instagram.com/artists.x.change)

Web: <https://artists-x-change.com/>

email: artists.xchg@gmail.com



*****MEDIA ALERT*****

FOR IMMEDIATE RELEASE
PRE-LAUNCH ANNOUNCEMENT

Date: August 31, 2020

ARTISTS-X-CHANGE PARTNERS WITH BROOKLYN ARTS COUNCIL

BoX Project Mutual Aid Initiative: Artists Helping Artists in Need

As the crushing realities of the impact of the Coronavirus became evident, people everywhere began asking what they could do to be of service. In this spirit, soon after the pandemic hit, a group of artists came together and formed an informal collective called **artists-X-change (aXc)**. These artists are Ellen Blum, Michael Davis, Jada Fabrizio, Christina Massey, Nina Meledandri, Margot Spindelman and Randall Stoltzfus.

artists-X-change debated strategies both virtual and physical to raise funds to address the growing disaster that both artists and art organizations are facing. **aXc** decided to partner with an existing arts organization, an organization with an established track record, a financial infrastructure and the means to reach the most artists.

artists-X-change's first project is the **BoX Project, Edition 1**. They are proud to be partnering with **Brooklyn Arts Council**. **aXc** chose **Brooklyn Arts Council** as the first BoX Project partner in recognition of their continuous support of both individual artists and diverse culture in Brooklyn for over 50 years. **Brooklyn Arts Council** grants strive to support local artists and small arts organizations through a wide variety of programming and support for artists of all genres and backgrounds. The BoXes will be presented as part of the finale of **Brooklyn Arts Council's** current **Mutual Aid Art Sale**, and will be available to the first 20 donors making a contribution of \$1000 or more. All funds raised by the the **BoX Project** will go to **Brooklyn Arts Council** who will distribute funds according to their own, well established criteria.

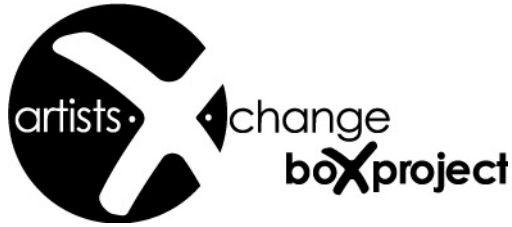
[* READ ABOUT THE ARTISTS AND PREVIEW A SAMPLE OF WORK IN THE BoX*](#)

One of the aims of the **BoX Project, Edition 1**, is to remove some of the burden of fundraising from an organization which may be short staffed, short on time and especially in need of funds. The **BoX Project, Edition 1** adds an incentive to donors at this time.

Doing what they do best, **artists-X-change** created original work for the BoXes and invited **Brooklyn Arts Council** to choose an artist to join them in the BoX. They also asked **4heads** founders Nix Laemmler and Jack Robinson to advise on artist led initiatives and invited them to create work for the project. What resulted was a wide range of work, spanning different media from oil to photography to paper making and collage. The artists in the BoXes have shown widely and are involved in the arts community as art fair organizers (Portal/Governors Island Art Fair), curators (WoArt Blog, USPS Art Project) and grant recipients themselves (NYFA, Brooklyn Arts Council, the Institute for Art and Urban Resources-PS1, The Constance Saltonstall Foundation, the Millay Colony). These connections make **aXc** acutely aware of how important support is, particularly in this time.

Visit **[Brooklyn Arts Council](#)** for information on how you can participate and get a chance to receive a BoX. Get a sneak peak of what your BoX could contain: **[@artists.x.change](https://www.instagram.com/artists.x.change)**.

See further information about the project below. If you have questions, please contact: Margot Spindelman **artists.xchg@gmail.com**

**WHAT**

The **BoX Project** provides a way to donate to **Brooklyn Arts Council** and receive an exciting box of art in return.

- Each BoX will be uniquely curated and contain a surprise mix of five original small artworks (max size 5"x7") contributed by artists-X-change founders and invited collaborators to help raise funds for artists in need.
- A donation of \$1000 (or more) towards receiving a BoX will help **Brooklyn Arts Council** respond to the unique challenges facing Brooklyn artists right now.

WHEN

The **BoX Project** will be made available beginning September 15, 2020 as part of the finale to **Brooklyn Arts Council's** [2020 Mutual Aid Art Sale](#)

- Get a [sneak peak](#) of what could be in your BoX
- [Sign up for notifications](#) to make sure you don't miss your chance to be one of only 20 lucky recipients of a unique BoX of Art that will support a great arts organization.

HOW

To receive your BoX, simply [donate](#) a minimum of \$1000 to **Brooklyn Arts Council**. If you are one of the first 20 donors, starting on September 15, 2020, a BoX will ship to you. It's that easy. All proceeds will benefit **Brooklyn Arts Council**.

WHO

Organized by [artists-X-change](#) in partnership with [Brooklyn Arts Council](#).

**BROOKLYN
ARTS COUNCIL**

[Brooklyn Arts Council](#) empowers artists and creative communities. With the aim of advancing an inclusive, sustainable, and vibrant borough, **Brooklyn Arts Council** works to support and nurture artists and amplify their role as innovators; foster diverse forms of expression; and promote equitable access to culture through educational programs, performances, professional development and grant making. When you donate to **Brooklyn Arts Council**, your contribution directly supports Brooklyn borough artists and their one-of-a-kind culture.

artists-X-change

[artists-X-change](#) (**aXc**) formed as a response to the steep level of loss the art community is experiencing. Our first endeavor in a series of **aXc** initiatives is the **BoX Project**, which provides art lovers a way to donate to a vetted partner and receive a unique BoX of art in return. By the time the pandemic is over, millions of artists may run out of unemployment benefits, lose their insurance, be forced to give up their studios, all while struggling to continue their work. We want to do what we can for artists most in need and essential arts organizations that exist to support a diverse range of artists. **aXc** founders are: Ellen Blum, Michael Davis, Jada Fabrizio, Christina Massey, Nina Meledandri, Margot Spindelman, Randall Stoltzfus.