



746 Panmure Road
Haverford, PA 19041
610.525.0272
www.mainlineart.org

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CONTACT: Rachel Ammon, Communications Director | 610.525.0272 x125 | rammon@mainlineart.org



Main Line Art Center Unveils New Small Art Phenomenon With a Twist Flip Side Community Exhibition & Fundraiser

November 11 to 19, 2016

Ticketed Preview Party: Thursday, November 10, 6-8:30 PM

HAVERFORD, PA (October 27, 2016) — Main Line Art Center's gallery walls will soon be filled with hundreds of small-scale, unique and affordable works of art for the Center's debut presentation of the *Flip Side Community Exhibition and Fundraiser*.

On view November 11 to 19 with a ticketed preview party on Thursday, November 10, *Flip Side* will feature established professional artists exhibited alongside emerging and youth artists. International celebrities, local television personalities, and politicians next to Main Line Art Center members and Teaching Artists. Among the hundreds of artists are international peace activist **Wavy Gravy**, State Senator **Daylin Leach**, and nationally and internationally-exhibited artists **Deirdre Murphy**, **Sun Young Kang**, **DISTORT**, and **Eiko Fan**, to name a few! Each of the 8"x8" works of art will be sold for \$40 and will go home with the art purchaser immediately. What's the twist? Artwork will be exhibited anonymously to encourage patrons to purchase work entirely based on what they love. The artist's identity will not be revealed until after the artwork is purchased, removed from the

gallery wall, and flipped over to reveal the artist's name on the back...otherwise known as the "flip side!"

Flip Side will open with a ticketed preview party on Thursday, November 10 from 6 to 8:30 pm featuring tastings of locally-produced spirits and cuisine, music, and lots of surprises. For \$40 in advance or \$50 at the door, preview party attendees will have the first pick of the affordable works of art, and will be treated to spirit samplings from **Boardroom Spirits** and **Five Saints Distilling**. **Eden's Touch Bread Company**, **Gullifty's Grille & Bar** and **Tasty Table Catering** will also serve up some of their specialties (*vendors as of 10/26/2016*). Surprises are in store for some art buyers as concert tickets, spa gift cards, and other high-ticket giveaways are hidden behind some of the works of art. And everyone will leave a winner after reaching into the Gift Card Grab Bag, stuffed with gift cards valued at up to \$100 for local restaurants, museums, spas, theaters, and more! Tickets for the Flip Side Preview Party can be purchased at www.mainlineart.org or by calling 610.525.0272.

Flip Side isn't just a unique opportunity to purchase incredibly affordable artwork in a fun environment, it also will help raise crucial funding for the Center's community-based programming. Proceeds from the preview party and art sales will benefit Main Line Art Center's programs in the community, including the Center's robust scholarship program and their award-winning Accessible Art Programs for children and adults with disabilities.

Main Line Art Center is the community's home to discover, create, and experience visual art. The mission of Main Line Art Center is to inspire and engage people of all ages, abilities, and economic means in visual art through education, exhibitions, and experiences. Committed to increasing the visibility and accessibility of art, the Art Center presents innovative exhibitions and events in the community, including *Panorama: Image-Based Art in the 21st Century*, a Greater Philadelphia-wide celebration of the photographic image and digital media. Main Line Art Center's educational offerings for all ages, abilities, and economic means span from traditional to contemporary, and are all held to the highest level of excellence. In 2015, Main Line Art Center received the Commitment to Cultural Access Award from Art-Reach for the Center's Accessible Art Programs for children and adults with disabilities, now in their 52nd year. Additionally, the Art Center grants over \$12,000 in need-based scholarships annually. Last year, Main Line Art Center engaged 21,000 people through classes, exhibitions, and Summer Art Camp, and touched the lives of over 78,000 through Exhibitions in the Community and festivals across the Philadelphia area.

Main Line Art Center is located at 746 Panmure Road in Haverford, PA, just off of Lancaster Avenue. The Art Center is easily accessible from public transportation and offers abundant free parking. For more information about *Flip Side*, visit www.mainlineart.org or call 610.525.0272.

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