

For immediate release

# ForYourArt

## **ForYourArt ANNOUNCES NEW PROJECT SPACE**

### ***ForYourArt at 6020 Wilshire Blvd.***

### ***Open Call for Proposals to Participate in Year-Long***

### ***Platform for Arts Engagement***

Los Angeles, March 5, 2012—Opening March 24, 2012, [ForYourArt](#) (FYA), Los Angeles' definitive guide for seeing, collecting, and navigating the Los Angeles art world, will explore "art related to life" through short-term and spontaneous activities in a storefront space on Wilshire Boulevard across the street from the Los Angeles County Museum of Art (LACMA). Inaugural programming for *ForYourArt at 6020 Wilshire Blvd.* will be announced shortly via the ForYourArt website and email newsletter, PLAN ForYourArt. Submission guidelines can be found at [ForYourArt.com](#).

*ForYourArt at 6020 Wilshire Blvd.* will be a curated platform in a permutable environment of a gallery, conference room, and program venue. The experimental initiative will be a collaborative effort between ForYourArt and participating artists, writers, curators, publishers, and organizations in which to explore and encourage encounters with art in Los Angeles and beyond.

In part a reference to the recent trend of startup accelerators, entrepreneurial campuses, communal workspaces, and incubators created and propelled by the tech and other communities in Los Angeles, the space will link ForYourArt's online and offline activities. As a portal and generator of energy, *ForYourArt at 6020 Wilshire Blvd.* strengthens ForYourArt's ability to facilitate independent projects, catalyze networks and create community and support around ideas in development.

The varied programs at *ForYourArt at 6020 Wilshire Blvd.* will be created and selected through FYA's network, as well as through open and public ideas submission at [ForYourArt.com](#). Open to the public based on exhibitions and programs, schedule and details will also be available at the website.

Working with FYA founder Bettina Korek, designers Brian Roettinger and Tim Durfee approached the space as a toolkit, integrating the infrastructure of a gallery,

conference room and venue. Says Durfee and Roettinger, "Unlike most other global art capitals, Los Angeles' cultural happenings are not concentrated in one or two districts in the city, but are broadly dispersed. In responding to Bettina's vision with the ForYourArt space - strategically located near the very center of the city, and next to LACMA, one of its most important cultural landmarks - we are creating an environment that is as open to possibilities as the diverse scene it is at the center of. It will be a pop-up for pop-ups."

### **About Tim Durfee and Brian Roettinger**

Tim Durfee's interdisciplinary architectural is unified by an interest in discovering relationships across diverse realms of culture and material practice. Durfee's built work includes residences and many award-winning exhibitions and installations for major museums and galleries including LACMA, Hammer Museum, The Huntington, and The International Center of Photography.

Brian Roettinger is an LA-based graphic designer/artist. From 2004 to 2012 Roettinger acted as the design director for the Southern California Institute of Architecture. In 2009 he was nominated for a Grammy for his design on the band No Age's album, *Nouns*. He recently finished a designer-in-residence in the Design/Media Arts program at UCLA and currently teaches part-time at CalArts.

### **About ForYourArt | ForYourArt.com | @ForYourArt**

ForYourArt is committed to helping readers navigate the art world on and offline. ForYourArt produces PLAN ForYourArt, a weekly email newsletter, with curated itineraries and content focused on arts engagement and patronage of exceptional arts organizations. The newsletter currently has 12,000 subscribers, reaching over two million readers through Effect LA/The Coffee Bean & Tea Leaf and The Huffington Post.

ForYourArt actively produces collaborations for arts promotion. Clients and partners have included Alumnos 47, Frieze Art Fair, The J. Paul Getty Trust/Pacific Standard Time, Los Angeles Department of Cultural Affairs, MOCA, Los Angeles, Ovation and Soho House. ForYourArt recently announced partnerships with Artspace, Sedition, Blacklots and Artbook/D.A.P.

ForYourArt is proud to support the Institute of the 21st Century, a non-profit initiative for Hans Ulrich Obrist's Interview Project under the auspices of the Pasadena Arts Council's EMERGE Fiscal Sponsorship Program, and L.A.P.D. – LAXART's Public Art Initiative with ForYourArt. ForYourArt is produced by Bettina Korek, Inc.

Founder Bettina Korek is a member of the Los Angeles County Arts Commission and served on the Board of Governor's of the Natural History Museum of Los Angeles County from 2005-2009.

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