

For Immediate Release

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OBSCURAE Photography Exhibition & Art Lottery Event
Fundraiser sponsored by Braddock Redux hosted at the UnSmoke Systems Gallery
1137 Braddock Avenue, Braddock, PA
Curated by: Jenny Fremlin & Jodi Morrison, with special guest curator John Ryan
Brubaker

Friday, December 5, 2008: Public Viewing / Preview Reception 7pm-11pm
Saturday, December 6, 2008: Public Viewing: 2pm ; Art Lottery: 4 – 7pm

Lottery Tickets: \$45 through website; \$55 at the Door
www.obscuraegallery.org

Art Photography Featuring Braddock Will Be Raising Funds for Community Projects

(Braddock, PA, Tuesday, November 11, 2008) –Braddock Redux, a community based non-profit, announces its sponsorship of a two-day photography exhibition/fundraiser. The event, OBSCURAE, will occur on Friday, December 5 and Saturday, December 6, 2008. Benefiting the group's continuing revitalization efforts of this historic steel mill town, OBSCURAE features more than 125 donated and framed photographs of Braddock from over 25 photographers that ticket holders will win and take home at the OBSCURAE art photography lottery. Public viewing of the work, open to all and free of charge, begins Friday from 7 – 11pm and continues Saturday at 2pm; the art lottery commences at 4pm Saturday. Those attending OBSCURAE, held at UnSmoke Systems Gallery at 1137 Braddock Avenue, are invited to take part in the gallery's interactive photo booth designed by installation artist Merissa Lombardo and taste fresh-baked pizza by Josh Tonies made in Braddock's very own outdoor wood-fire community oven located next to UnSmoke Systems. There is no charge to attend OBSCURAE and view the exhibition; visitors wishing to take home a work of art can purchase lottery tickets for \$45 through the website, www.obscuraegallery.org, or for \$55 at the door. The lottery offers supporters the opportunity to contribute to Braddock art and community projects with a partially tax-deductible ticket purchase. At the same time, supporters will be able to enjoy the exhibit, local food and drinks, the photo booth installation, AND leave with a limited edition framed art photograph. Photographs included in the lottery range from 8x10 to 13x19 and are mounted and framed using a variety of reclaimed materials. All pieces are stunning to display or give as a gift this holiday season.

Change is underway in Braddock as groups working with and within the community bring renewed energy to a town that many wrote off. Inspired by the town's potential for grassroots urban renewal, many artists, social entrepreneurs, community organizers, urban homesteaders and others with a pioneering spirit are using the inherent energy in Braddock to fuel their creativity. It is with this spirit that OBSCURAE views the maligned town – turning a photographic eye towards the borough's oft-overlooked

beauty and the spaces amidst the former grandeur and “urban blight” that Braddock has come to represent for many in the Pittsburgh area.

| Curated by Braddock residents Jenny Fremlin and Jodi Morrison, with special guest curator John Ryan Brubaker, OBSCURAE pays homage to Braddock’s unique post-industrial urban beauty. From the borough’s Victorian and industrial-era construction to particulars of its natural surroundings, each photograph captures a unique perspective of the town. Works are mounted and framed with found-materials from the community. In creating OBSCURAE, curators Fremlin and Morrison hope to encourage others to look deeper and appreciate the small wonders that drew them to Braddock. “The energy in Braddock is amazing, from the support of our neighbors who are long-time Braddock residents to curious people dropping in there is always something happening in this town. All of that activity and more is captured in the photographs that have been submitted by these brilliant photographers who have explored here and chosen to help the town that inspired their art by participating in this event” said Fremlin.

How does the Art Lottery work?

Donated pieces are exhibited throughout the gallery, and all pieces displayed will go home with a ticket holder that evening. Lottery participants are encouraged to browse the gallery before the lottery begins and compile a list of at least their first 25 favorites. The lottery begins with the first ticket being randomly chosen. When a ticket holder’s number is called, he or she has up to 60 seconds to choose a piece. Once a piece is selected an art handler removes it from the wall and packages it for the winner. After approximately 35 pieces are selected there will be a break so that the remaining ticket holders can browse through the available artwork to select their next series of choices. The lottery continues, with appropriate breaks, until all the ticket holders have chosen a one-of-a-kind framed photograph and all the work is off the walls.

In addition to the show, OBSCURAE’s online gallery, launching Friday December 5, offers the chance to purchase limited edition prints and frames. During the weekend of the show, December 5-7, the online gallery will offer a gallery launch 10% discount. Proceeds from the gallery will support both the continued efforts in Braddock as well as the photographers who donated pieces for the exhibition. Some photographers participating in the show have also contributed additional pieces for purchase only available online. Visit www.obscuraegallery.org to view the work starting December 5th.

OBSCURAE’s Photo Show & Art Photography Lottery fundraiser, sponsored by Braddock Redux and hosted by UnSmoke Systems Gallery, will be held December 5 and 6. Friday, December 5 Obscurae offers a public viewing and reception, open to all and free of charge, starting at 7pm. On Saturday, December 6, public viewing will continue starting at 2pm and be followed by the art lottery starting at 4pm. Lottery Tickets are \$45 through website www.obscuraegallery.org and \$55 at the door.

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