



Times Square Art Square (TSAS) is rallying 100 local artists to participate in Pledge A Sketch, a marathon art event that aims to raise \$100,000 in one day for two worthy causes: **Art Square 2013** and the **New York Foundation for the Arts (NYFA) Emergency Relief Fund**. Over the course of the sketchathon, each artist will attempt to create 100 commissioned portraits. That's 10,000 original works of art in one day!! Portraits may be commissioned by the general public either online through the TSAS website or in-person at the live event in exchange for minimum \$10 donations to the cause.

**100 ARTISTS**      **100 SKETCHES**      **\$10 PLEDGES**      **\$100,000**



Pledge A Sketch combines the community engagement of a telethon with the creative collaboration of a hackathon. AlleyNYC in midtown Manhattan is serving as the energetic artists' studio for the event. Each artist will designate a friend or family member to serve as his/her "agent", helping to drive donations and provide support during the sketchathon. Throughout the day, artists will have opportunities for one-on-one consultations with professional curators and art advisors, while leading art and technology companies offer demos and presentations.

**Pledge A Sketch Amsterdam**



TSAS aims to create the world's largest public art exhibition inside the world's most visited landmark, Times Square, for one whole month each year. Involving billboards, ground level installations, pop up galleries and more, "Art Square" is currently raising money to support its 2013 debut. Funds raised through Pledge A Sketch will go directly to city permits, infrastructure and installation of the art. Billboard space for the event is being donated and/or underwritten by philanthropic partners.



The Andy Warhol Foundation, Robert Rauschenberg Foundation and Lambert Foundation (a project of the Tides Center) have established an Emergency Relief Fund, administered by the New York Foundation for the Arts (NYFA) to assist artists with damages and losses as a result of Hurricane Sandy. Damages are broadly defined and include, but are not limited to: damage to physical work; damage to homes/studios/other facilities; loss of equipment or supplies; loss of income, and reimbursement for cancelled performances / appearances / engagements.



## ANTICIPATED EVENT SCHEDULE

- 8:00 am**  
Breakfast  
Artist & volunteer registration
- 9:00 am**  
Sketching commences!
- 9:30 am**  
Event opens to the public
- 10:00 am**  
Morning demos  
Individual appointments
- 12:30 pm**  
Lunch
- 1:30 pm**  
Sketching resumes
- 2:00 pm**  
Afternoon demos  
Individual appointments
- 6:30 pm**  
Dinner
- 7:30 pm**  
Sketching resumes  
Evening demos  
Individual appointments
- 11:00 pm**  
Sketching concludes

## OPPORTUNITIES FOR ARTISTS

- Individual ART SHOW for every artist who completes 100 portraits!!
- Artist bio and portfolio featured on TSAS website and Art Square Tumblr blog
- Invitation to show in a curated exhibition/sale during Art Square 2013
- Leverage community and technology to expand your art market
- Gain direct audience with curators, advisers, collectors and media
- Collaboration with other artists
- Exposure to new audiences
- Awards and prizes throughout the day

As a multimedia artist, it was great to try out my drawing skills. I really loved making portraits with fellow artists.

- NICOLE DONKERS, Artist on Pledge A Sketch Amsterdam

As an avid illustrator, it was wonderful to work with other qualitative visualizers. Their passions, techniques and materials are incredibly inspiring. And the togetherness is fun!

BART KOOLEN, Artist on Pledge A Sketch Amsterdam

## PRESENTERS / SPONSORS



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