



For Freedoms Inaugurates New York Headquarters with Kickstarter Phonebank and Exhibition by Artist Paula Crown

— *Civic Engagement Group to Occupy Fort Gansevoort Starting June 28
Through Midterm Elections as Part of “50 State Initiative”* —



Exterior of the For Freedoms Headquarters at Fort Gansevoort. Photo: Evan Walsh. Courtesy of For Freedoms.

For Freedoms Phonebank
Thursday, June 28, 2-8pm
For Freedoms HQ at Fort Gansevoort
51 Gansevoort St, New York, NY

Paula Crown x For Freedoms
June 28–August 1, 2018
For Freedoms HQ at Fort Gansevoort
51 Gansevoort St, New York, NY

(NEW YORK, NY — JUNE 26, 2018) — [For Freedoms](#) is pleased to announce that the Meatpacking District’s **Fort Gansevoort** will serve as the civic engagement platform’s headquarters for the duration of its **50 State Initiative**. The largest public art campaign in U.S. history, the *50 State Initiative* stages billboards, lawn signs, town hall meetings, and special exhibitions to encourage broad participation and inspire conversation in anticipation of the upcoming election year. To inaugurate the space, For Freedoms will host a live Kickstarter phonebank on **Thursday, June 28** to augment the final stretch of fundraising efforts for the *50 States Initiative*.



Through the midterm elections on November 6, the For Freedoms Headquarters at Fort Gansevoort will serve as a lively community space, public information center, special exhibition venue, town hall forum, and an evolving site for public collaboration and dialogue. The site will be activated throughout the summer and fall with numerous public programs, starting with the kickoff for a two month-long solo exhibition of work by artist and entrepreneur **Paula Crown**.

50 STATE INITIATIVE KICKSTARTER + PHONEBANK

On June 4, to bring the *50 State Initiative* to life, For Freedoms launched [52 Kickstarter campaigns](#) to place artist-designed billboards in every state, as well as the District of Columbia and Puerto Rico. Each statewide campaign has a fundraising goal of **\$3,000**. As of today, over **1,300 backers** have pledged over **\$100,000** to the overall initiative, and **16 states** have realized their fundraising goals. On **Thursday, June 28**, For Freedoms will host a live phonebank to spur greater participation in the initiative, and augment fiscal support before the national Kickstarter campaign comes to a close on **July 3 at 11:59 EDT**.



Installation view of Paula Crown's *I am FOR* at the For Freedoms HQ at Fort Gansevoort. Courtesy of PAHC/studio.

FOR FREEDOMS INAUGURAL 2018 EXHIBITION

For Freedoms will host a special exhibition of new work by artist and entrepreneur **Paula Crown**. Entitled *I am FOR*, the exhibition explores themes of environmental activism, racial taxonomy, and political factionalism. On display will include works such as Crown's *Entitleist*, an enlarged, 3D-milled, alabaster golf ball, made imperfect through natural aberrations in 3D scanning and by the material's irregular and fragile disposition. The foreboding sculpture recalls the act of blackballing, or casting a stone—a negative vote toward someone who moves against a political faction's agenda—originating from the ancient Greek practice of voting with black and white seashells.



“As an artist, I am deeply invested in art as an agent of change. For Freedoms has created one of the most dynamic, decentralized networks of artists and advocates this country has seen. I’m deeply honored to be joining artists across the country working on this grassroots initiative,” says **Paula Crown**.

For programming updates, visit www.forfreedoms.org.

FOR FREEDOMS started in 2016 as a platform for civic engagement, discourse, and direct action for artists in the United States. Inspired by Norman Rockwell’s 1943 paintings of the four universal freedoms articulated by Franklin Delano Roosevelt in 1941—freedom of speech, freedom of worship, freedom from want, and freedom from fear—For Freedoms seeks to use art to deepen public discussions of civic issues and core values, and to clarify that citizenship in American society is deepened by participation, not by ideology. For Freedoms is part of a rich history of artists employing means of mass communication to provoke political discourse. For Freedoms believes art, and artists, play an important role in galvanizing our society towards a more representative and transparent government. For Freedoms was awarded the 2017 ICP Infinity Award for New Media and Online Platform.

KICKSTARTER helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality. To date, tens of thousands of creative projects—big and small— have come to life with the support of the Kickstarter community. Since Kickstarter launched, on April 28, 2009, 14 million people have backed a project, \$3.6 billion have been pledged, and 142,229 projects have been successfully funded.

FOR GANSEVOORT was established in 2015 and is located in the heart of the Meatpacking District. Fort Gansevoort is a contemporary art gallery set in a Greek Revival row house built in 1849. The gallery represents emerging and established artists from around the world, who have been included in significant museum and gallery exhibitions worldwide. With a strong curatorial and research component, Fort Gansevoort mounts six exhibitions per year of both emerging artists and artists whose work warrants greater recognition and an opportunity to be recontextualized.

PAULA CROWN is an artist, advocate, and entrepreneur. She has spearheaded progressive initiatives in education, children’s health, environmentally sustainable business practices, and the arts. A cross-disciplinary artist, Crown’s work engages pencil to 3D printers. Since 2015, she has had solo exhibitions in New York, London, Miami, Aspen, and Dallas. Currently, her exhibition Architecture of Memory can be seen at the Venice Biennale. She is a trustee of the Museum of Modern Art, where she chairs the Education Committee, and serves on the Aspen Institute Committee on the Arts. A former member of President Obama’s Presidential Committee on the Arts and Humanities, Crown is a principal at Henry Crown and Company in Chicago.

PRESS CONTACTS

Marcella Zimmermann
Vice President, Cultural Counsel
marcella@culturalcounsel.com

André Carlos Lenox
Account Executive, Cultural Counsel
andre@culturalcounsel.com