

FOR IMMEDIATE RELEASE

The Gift Shop Opens at Red Bull Studios New York in Collaboration with Alldayeveryday
New creative shop to sell exclusive artist products; opening performance with rap artist Juvenile

PRESS PREVIEW & PRIVATE OPENING RECEPTION: THURSDAY, MARCH 5

6PM-8PM - PRESS PREVIEW
8-11PM - OPENING RECEPTION (by RSVP only)

PUBLIC STORE HOURS:
Thursday – Sunday 12:00pm – 7:00pm

(New York, March 2, 2015) — The Gift Shop, a collaborative project with Alldayeveryday and new permanent fixture of Red Bull Studios New York, will open to the public on March 5 with a celebratory performance from rap artist Juvenile. Drawing inspiration from the traditional museum gift shop—a place to find covetable curiosities and miscellanea—The Gift Shop will push the idea further through specially curated inventory, unique artist commissions and ongoing cultural programming.

Tapping into the community driven mindset that Allday placed into its 2013 project, The *Newsstand*, combined with Red Bull Studios New York's ongoing contemporary art programming, The Gift Shop will apply a fresh take on how it embraces product selection, curation and programming.

"When we first began the collaboration between Red Bull Studios New York and Allday, it was clear we were interested in providing a creative space for the collective voices of people who inspire us," said Alldayeveryday Managing Partner Kevin Kearney. "The Gift Shop is meant to be an open-ended conduit for creativity, where artists can connect and share with the public."

The Gift Shop will feature consistently rotating inventory and programs from artists, with items for sale including custom prints, postcards and paper goods by Kalen Hollomon, bespoke shoes by designer Rashaad Newsome in autographed boxes, hand-drawn handkerchiefs from New York artist Tamara Santibanez, hand-painted sculptures by Mark Mulroney, Dirty Pictures zines from Miranda Lehman, and more. All items in The Gift Shop will be available for sale to the public during operational hours, Thursday through Sunday from 12:00pm to 7:00pm.

Upcoming Programming:

March 5, 8:00pm: Opening with Juvenile

Rapper Juvenile's live performance will celebrate the opening of The Gift Shop and custom *Alone Together* apparel created by conceptual artist Ryder Ripps for his current exhibition at Red Bull Studios New York. Entrance to the event is by RSVP only.

March 20: Amanny Ahmad: First Day of Spring

Artist Amanny Ahmad will create floral arrangements to celebrate the spring equinox, both for the shop and bespoke for The Gift Shop visitors. In conjunction, The Gift Shop will exclusively sell prints of her personal photos of flowers, taken on a recent trip to Hawaii.

April 3: Eric Elms product launch with DJ Heron Preston

The Gift Shop will exclusively launch a new series of work by Eric Elms - Climbing Hold Landscape paintings and their coordinating Climbing Hold Candle Holders, as well as an accompanying book called 'Bluff Bluffs'. The Gift Shop will also feature his Basketball paintings and their coordinating Hoop Planters, as well as his book 'Dunks,' with a performance from artist and DJ Heron Preston.

Additional programming will continue to be announced throughout the year.

About Alldayeveryday

Media & Entertainment company Alldayeveryday cultivates the aspirations and drive of its community through a combination of original programming and creative services. Through partnerships with writers, artists, photographers and filmmakers, Alldayeveryday provides a platform for exposure, collaboration, and problem solving. Always on, always evolving, Alldayeveryday is a community of people making things that add value to everyday life

About Red Bull Studios New York

Red Bull Studios New York is a multi-disciplinary contemporary art project space, located in the heart of Chelsea, featuring an exhibition space, state-of-the-art recording studio, radio booth, lecture hall and performance space. Recent projects include *Alone Together* by Ryder Ripps, *Spaced Out: Migration to the Interior* curated by Phong Bui and The Brooklyn Rail Curatorial Projects, *Living: An Exhibition* by Peter Coffin and *DISown: Not for Everyone* by art collective DIS and curator Agatha Wara.

About Bengal.Fierro

In close collaboration with Alldayeveryday and Red Bull Studios New York, Bengal.Fierro—a Brooklyn-based architecture, design and fabrication house—ushered the vision behind The Gift Shop into production and construction. Driven by devising unique solutions to the design challenges of site-specific work, Bengal.Fierro combines the poetic use of materials with relevant production techniques to align designers' ideas with completed works of art.

The Gift Shop Open Hours: Thursday - Sunday, 12:00pm – 7:00pm

For more information, visit thegiftshopnyc.com.

Red Bull Studios New York is located at 220 West 18th Street in Chelsea in Manhattan and is easily accessible via the L, 1, B, D, F and M trains.

Social:

Instagram: [@RedBullStudiosNY](https://www.instagram.com/RedBullStudiosNY)

Twitter: [@RBStudiosNY](https://twitter.com/RBStudiosNY)

Images and video:

Through the Red Bull network, hi-res video and still images are captured and made available for editorial use for all media channels including television, film, print, mobile and digital. The content is centrally located in the Red Bull Content Pool for media partners at www.redbullcontentpool.com.

Additional images will be available on this site on opening day, March 5.

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