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FOR IMMEDIATE RELEASE:

“Find Art Doors” Challenges the Community to Find the Hidden Door

City-wide Art Installation Closes as Online Auction Begins

All 40+ Doors Featured at Celebration and Live Auction Oct. 24

Richmond, Va. (Oct. 8, 2015)--As a grand finale to the Find Art Doors public art installation and to kick off the auction for the 40 unique doors, organizers will hide a door in the City of Richmond and are challenging the general public to find it.

Beginning Oct. 14, Virginia Supportive Housing and Art on Wheels—the creators of Find Art Doors-- will release one clue each day until the door is found. The first to find the door and post a photo of it to Instagram will win a champagne brunch at The Jefferson plus bragging rights.

Clues will be posted at www.findartdoorsrva.org and on Instagram at #findartdoors.

The doors represent those salvaged from the renovation of one of Virginia Supportive Housing’s local apartment communities for people who were homeless. “Each door is as unique as the people we serve – people from all walks of life whose varied circumstances led to homelessness,” said Andrea Butler, director of mission advancement for VSH.

“This art installation has raised awareness of homelessness and the fact that we can solve it,” added Butler. “The celebration and auction will raise funds to support our mission to end homelessness and help people reclaim their lives.”

The Auction

Online bidding for the doors will also open Oct. 14 at www.findartdoorsrva.org. Eight of the doors will be designated for the live auction, which will take place Oct. 24 at a special event at Historic Tredegar in Richmond. The online auction will close on Oct. 24 at 9:30 p.m.

“The auction event provides a great opportunity to see all of the doors in one place,” added Andrea Orlosky, executive director of Art on Wheels, which brings comprehensive arts programming to communities with limited access to the arts. “People have grown very fond of specific doors, and now is their chance to bid-to-own,” she added. “The doors will make great garden installations, indoor art and conversation pieces.”

The Event

The Oct. 24th event is a key fundraiser to support the two non-profit organizations and will feature food from Mosaic, a cash bar with beer from Hardwood Brewery, wine from James River Cellars, and a signature drink created by Kali Strain from Amuse at the VMFA. The Roger Pouncey Quartet will perform live jazz, and the live auction will be conducted by Blacktie Benefits Auctioneers. Tickets are \$25 until Oct. 14; \$35 until Oct. 23 and \$40 at the door.

The event is from 7 p.m. to 10:00 p.m., rain or shine; the live auction begins at 8:30. Parking is free.

A poster designed by Kevin Orlosky that features all of the doors will be unveiled at the event and available for sale.

Artists whose doors will be featured in the live auction include Matt Lively, Ed Trask, Heidi Trepanier, Kevin Orlosky, Holton Elementary School, Nico Cathcart Schroeder, Mickael Broth and Jennifer Thompson. Emily Ellingsworth will paint a door during the event to also include in the live auction.

Lead sponsors of Find Art Doors include Acorn Sign Graphics, WTVR, Virginia Community Development Corp., Virginia Housing Development Authority, Torx Media, 93 Octane and National Sliding Doors.

For information on tickets or assistance with bidding, contact Laura Dickinson at 804-788-6825 x307; ldickinson@virginiassupportivehousing.org.

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Images of all doors are available.