



**FOR IMMEDIATE RELEASE**

**ZAZ10TS CELEBRATES ONE-YEAR ANNIVERSARY OF BRINGING  
ART AND INNOVATION TO ITS BUILDING IN THE GARMENT DISTRICT**

*The Pioneering Initiative Continues to Showcase a Diverse Slate of New and Established Artists from New York City and Around the World*



*Image: Still from ZAZ10TS' commemorative video of the 24:7 project at 10 Times Square*

New York-NY—**ZAZ10TS**, an ongoing cultural initiative that integrates art into the office building, façade and exterior at 10 Times Square in New York City (1441 Broadway), is pleased to announce the one-year anniversary of its launch. Since December 2017, [ZAZ10TS](#) has continually transformed its iconic Garment District building into an art-filled space for building tenants and visitors as well as the broader public to enjoy. In so doing, ZAZ10TS has worked with more than 50 new and established artists presented through curated exhibitions, and via projects in partnership with local, national and international organizations.

To date, ZAZ10TS has presented [four new exhibitions](#) showcasing a vibrant mix of sculpture, video, paintings, textiles, watercolors, fashion, photography and digital art. Each exhibition opened with a public reception with the featured artist, and remained on display in and around the building for approximately three months. ZAZ10TS also features several [permanent artworks](#) in its 10 Times Square building, and a [permanent feature installation](#) in its 1410 Broadway office building.

- ***Claudia Alvarez: A Moment In Between*** by Claudia Alvarez, a Mexican-American artist who emigrated from Mexico as a toddler, grew up in Northern California, and lives, works and teaches in New York City (video, sculpture, watercolor, textiles)
- ***Maskit X Eyal Nevo: Mount Sodom***, a collaboration between Maskit, a storied Israeli fashion house led by artistic director Sharon Tal, and well-known Israeli fashion photographer Eyal Nevo (photography, video)
- ***Between Community and Commerce*** by Sara Berman, a former fashion designer turned artist who lives and works in London (textiles, lint on canvas)
- ***Untitled*** by Lore Riess, who was born in Berlin and lived in Japan for nearly three decades before moving to New York City (painted fabric)

Tzili Charney, founder and president of ZAZ10TS, and principle curator of its exhibitions, remarked that “Art brings people together. Just as it can transform a space, engaging with art can transform perspectives and connect people through a shared experience. We created ZAZ10TS to celebrate that spirit of community through art.”

Along with its signature exhibitions, ZAZ10TS has collaborated on several projects such as the annual Garment District Arts Festival, in partnership with the Garment District Alliance; *Rapture of the Deep* at the Textile Art Center in Brooklyn, New York, in partnership with curator and fashion historian Ya’ara Keydar; and *My Love Answer*, a multi-faceted portrait of humanity made from footage of scenes prior to terrorist attacks around the world, in partnership with the DOX Centre for Contemporary Art in Prague.

Additional collaborative projects include *Print Into Motion* with the LeRoy Neiman Center for Print Studies based at Columbia University; sponsorship of *From Anne Frank - The Graphic Diary* adapted by Ari Folman and David Polonsky, in partnership with the Dwek Gallery, [Mishkenot Sha'ananim](#) in Jerusalem; and ZAZ10TS’ first project, *24:7*, a video installation of digital media created by artists from around the world that was dually exhibited in New York City and Jerusalem, also in collaboration with the Dwek Gallery.

Diversity of media and the artists behind the innovative works is a hallmark of ZAZ10TS’ vision to celebrate art as an accessible, everyday experience. Artwork featured in its inaugural year represented this breadth and depth of expression. Thus, in celebration of the one-year milestone, ZAZ10TS released a [commemorative video](#) of artist interviews from the *24:7* project.

“The positive response to our first year in operation has been wonderful and gratifying,” said Limei Wang, director of ZAZ10TS. “Art is a universal connector and it’s been exciting to see the impact on our community.”

ZAZ10TS offers free entry to the lobby of its 10 Times Square building, which is open to the public Monday to Friday, from 8:00 a.m. to 10:00 p.m. EST. Visitors can experience external art pieces at all times on the façade and in outside spaces. For a full listing of current and past art exhibitions and projects, and to learn more about the cultural initiative, visit [www.zaz10ts.com](http://www.zaz10ts.com).

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**ZAZ10TS** is an ongoing cultural initiative that integrates art into the office building at 10 Times Square in New York City (1441 Broadway). Conceived by Tzili Charney, ZAZ10TS employs the building's façade, lobby interior and immediate environment to bring art and culture to the building's community, visitors and passersby. ZAZ10TS takes pride in scouting and showcasing young and emerging talent, as well as special needs artists, as part of its programming. In addition, ZAZ10TS partners with other organizations nationally and internationally to support art. To learn more, visit [www.zaz10ts.com](http://www.zaz10ts.com) and @zaz10ts.

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