



Press Contact: Elizabeth Neukirch/Beth Silverman
The Silverman Group, Inc.
312-932-9950
Elizabeth@silvermangroupchicago.com

FOR IMMEDIATE RELEASE

Chicago Loop Alliance announces new 17,000-square-foot Pop-Up Art Loop gallery in Block Thirty Seven building

**Public opening on Thursday, June 6 from 5-8 p.m.
during CLA's First Thursdays gallery walk in the Loop**

CHICAGO (May 8, 2013)—**Chicago Loop Alliance** (CLA) announced today a new **17,000-square-foot Pop-Up Art Loop gallery space** in **Block Thirty Seven** (108 N. State Street). The space will be curated by the **Chicago Design Museum** and open to the public on Thursday, June 6 from 5-8 p.m. during CLA's scheduled First Thursdays gallery walk. Pop-Up Art Loop is always free to the public; the gallery walks are self-guided tours of the many new exhibits throughout the Loop, and include complimentary wine, beer and a Smilebooth photo booth. For more information, please visit www.PopUpArtLoop.com.

Block Thirty Seven is one of CLA's strategic partners for the Pop-Up Art Loop program, which transforms vacant storefront space into vibrant temporary art galleries open to the public. Due in part to Pop-Up Art Loop's success in driving new business into the Loop, the number of available spaces for 2013 programming was initially reduced to eight from 15 last year. CLA negotiates for new spaces for Pop-Up Art Loop on an ongoing basis to enliven public space throughout the Loop and draw attention to available storefronts.

The **Chicago Design Museum** (ChiDM) will open the Block Thirty Seven pop-up gallery for a preview from June 1–5 before the public unveiling on June 6. During the month of June, ChiDM will host five exhibitions: four will feature work from designers Marian Bantjes, John Massey, Michael C. Place and Wolfgang Weingart, and ChiDM will also curate a special exhibition titled "Re/View" that focuses on optical illusions. On June 8, ChiDM will present "Design Talk: Marian Bantjes" from 2-4 p.m. ChiDM will also host the kickoff reception for Chicago Design Week on June 10 from 7-11 p.m. Finally, Adobe will host a Create Now training event on June 18.

Pop-Up Art Loop is made possible through the generous support of downtown property owners and the **Chicago Loop Alliance Foundation**, which develops and promotes artistic, cultural and public events within the CLA project area. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area. Additional support for Pop-Up Art Loop is provided by: presenting sponsor **Columbia College Chicago**; art materials sponsor **Blick Art Materials**; apparel sponsor **Carhartt**; media partners **ArtSlant**, **Gapers Block** and **DO312**; and event partners **PBR** and **Smilebooth**.

Chicago Loop Alliance is a business organization that represents Chicago's most dynamic mixed-use district—the Loop—and advocates for the rapidly growing central business area. CLA is focused on promoting and uniting Loop businesses and organizations to support one another in creating a vibrant, flourishing Loop where people live, work and play.

The **Chicago Design Museum** strives to unite, inform, and inspire. As a resource for the Chicago design community, it facilitates an open dialogue about contemporary and historical design through limited-engagement exhibitions, events, and digital media. It is an adaptable and non-traditional organization that celebrates design excellence.

###