

MEDIA/PUBLISHING

GreenGale syncs socially active readers to US artists for charity

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GreenGale's Michigan Avenue, cover art by Nick Cave

By STAFF REPORTS

GreenGale Publishing is promoting contemporary U.S. artists across its 11 regional luxury lifestyle publications for the third annual "Art of the City" summer program.

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Each year, GreenGale, formerly Niche Media, places U.S. artists' original works on the covers of its city titles, including Boston, New York, Washington and Aspen, CO. To further connect its affluent readership to the summer issue, GreenGale hosts an exclusive series of events to link its socially active audience to the country's revered artists.

The art scene across the country

Art of the City is the embodiment of GreenGale's commitment to art awareness in U.S. cities.

For each of its summer issues, GreenGale's featured content takes an in-depth look at the work and inspiration of a local artist. The profile also explores the communities that support the creative expression of the featured artists.

"Our 2016 Art of the City portfolio uniquely showcases the stunning richness and diversity of the U.S.'s talent," said Mandi Norwood, chief content and creative officer at GreenGale, in a statement. "Each artist was selected on the basis of their profound artistic contribution to their communities, as well as the art world at large."

The first issue to launch was Aspen Peak, which included the work of Dick Carter on June 13. Days later on June 16, GreenGale's summer issues for Austin Way, Boston Common, Capitol File, Gotham, Los Angeles Confidential, Michigan Avenue, Philadelphia Style and Vegas were released.

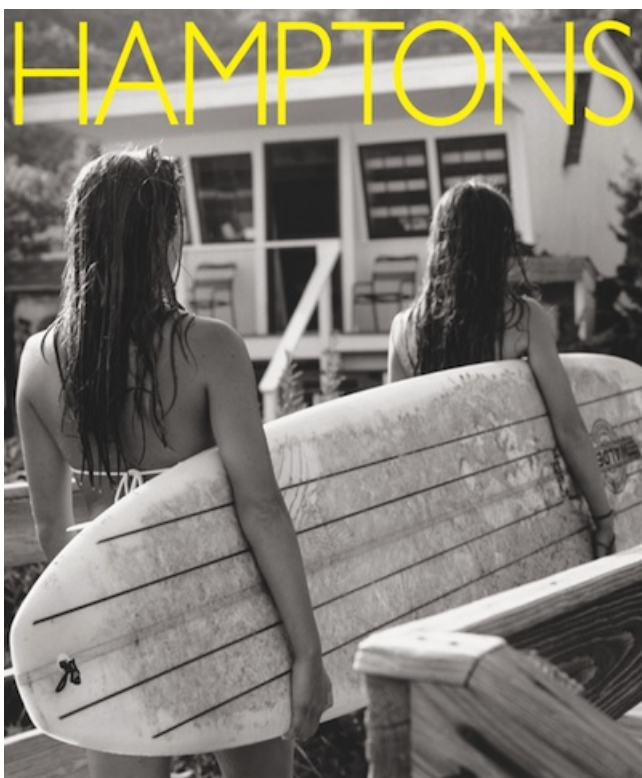


GreenGale's Gotham, cover art by Lisa Schulte

GreenGale's Hamptons will be released on July 8 and Ocean Drive, the Miami title, will debut on July 18.

Featured artists include Jennifer Chenoweth (Austin Way); Rachel Perry (Boston Common); Ronald Beverly (Capitol File); Lisa Schulte (Gotham); Michael Dweck (Hamptons); Billy Al Bengston (Los Angeles Confidential); Nick Cave (Michigan Avenue); Peter Tunney (Ocean Drive); Meg Saligman (Philadelphia Style) and Sush Machida (Vegas).

The Art in the City program also sees the artists donate select works to benefit local charities. The works are available for bidding via online auction house Paddle8, beginning June 21 and ending July 21.



GreenGale's Hamptons, cover art by Michael Dweck

"Art of the City has become a cornerstone of GreenGale's commitment to our communities and is an activation of our mission to connect and captivate with consciousness," said Katherine Nicholls, CEO of GreenGale. "In its third year, this program will build on the funding we have helped to raise for organization throughout our cities totaling

more than \$250,000 since 2013."

Last year, GreenGale's Hamptons magazine capitalized on the influx of affluent individuals heading to the east end of New York's Long Island with its "Summer of Giving" charity campaign.

Then celebrating its 36th season in the Hamptons, the imprint looked to give back to the community it covers through a series of summer-long philanthropic partnerships. The largest of the seasonal initiatives was custom-designed surfboards designed by nine artists ([see story](#)).

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