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VISUAL AIDS ENTERS ITS 25th YEAR WITH THE 15TH ANNUAL POSTCARDS FROM THE EDGE BENEFIT
JANUARY 25-27, 2013 AT SIKKEMA JENKINS


New York, December 12, 2012 – Contemporary art collectors should start making some extra room on their walls since Visual AIDS’ popular Postcards From the Edge benefit event is right around the corner. Postcards From the Edge is predominantly known as one of the highlight benefits from Visual AIDS, where the public has the opportunity to purchase original pieces of artwork by both established and emerging artists for only $85 each. The 15th annual event will be held from January 25-27, 2013 at Sikkema Jenkins & Co. gallery, located at 530 W. 22nd Street in New York City.

Postcards From the Edge continues to attract the public as well as art aficionados alike. The fundraiser has attracted a cult-like following with eager fans camping overnight to ensure that they are one of the first guests through the door on the first day of the sale.
Each fall Visual AIDS conducts an annual call to artists from around the world interested in donating a postcard-sized piece of original artwork. This year the organization expects to receive upwards of 1,500+ postcard-sized pieces, which will be uniformly priced at $85 each.

Adding a twist to things, all works are displayed anonymously, with the artist’s identity revealed only after the work has been purchased. Confirmed participating artists include: John Baldessari, Lawrence Weiner, William Wegman, Kara Walker, Christian Marclay, Marilyn Minter, Rirkrit Tiravanija, Donald Baechler, Ann Hamilton, Bill Viola, Kiki Smith, Ross Bleckner, Arturo Herrera, Catherine Opie, Aziz + Cucher, Billy Sullivan, Alexis Smith, Nancy Burson, Jack Pierson Joel Shapiro, Tony Feher, Louise Fishman, Fred Wilson, Moyra Davey, John Waters, Kay Rosen, Xylor Jane, Ernesto Pujol, Simon Doonan, Jonathan Adler, Julie Mehretu, Jessica Rankin, Scott Hug, Dotty Attie, Patty Chang, Nancy Burson, Kerry James Marshall, Jane Hammond, Janaina Tschape, Burt Barr, Mitch Epstein, Josephine Halvorson, Cary Leibowitz, Sam Durant, William Pope.L, Eileen Neff, Alex Da Corte, and Vito Acconci, among many others.

The Preview Party will be held on Friday, January 25 from 5:00 – 8:00 p.m. Admission is $85.00 and includes 2 raffle tickets for the chance to win first choice of any postcard. The evening will also include a silent auction of art and VIP passes allowing the highest bidder to bypass the line on Saturday morning.

The Benefit Sale of postcard-sized art begins on Saturday, January 26 from 10:00 a.m. – 6:00 p.m. and continues through Sunday, January 27, from noon – 4:00 p.m. Admission to the Benefit Sale is first-come, first-served with the suggested donation of $5 each day.

All postcards are $85. As a way for Visual AIDS to show their appreciation, anyone who purchases four postcards will receive a fifth one for free. On Sunday, guests who purchase two works will receive the third for free. Whether the works purchased are created by a famous or emerging artist, all collectors walk away with a piece of art they love knowing the money raised will support art programs raising AIDS awareness.

Visual AIDS first held Postcards From the Edge in 1988 and has since raised nearly $600,000 via this annual fundraiser. Since the event’s conception, over 15,000 postcard-sized works have been donated by artists from around the world. Noteworthy artists who have participated in past years include: Louise Bourgeois, Cindy Sherman, Leon Golub, Sol LeWitt, Glenn Ligon, Barbara Kruger, Frank Moore, Elizabeth Murray, Nancy Spero, Yoko Ono, Tom Wesselman, and many others. By participating in Postcards From the Edge, artists and collectors support the mission of Visual AIDS, enabling the organization to produce contemporary art programs that promote AIDS awareness and to support artists living with HIV.

About Visual AIDS
Visual AIDS utilizes art to fight AIDS by provoking dialogue, supporting HIV+ artists, and preserving a legacy, because AIDS is not over. Visual AIDS is the only contemporary arts organization fully committed to HIV prevention and AIDS awareness through producing and presenting visual art projects, while assisting artists living with HIV/AIDS. We are committed to preserving and honoring the work of artists with HIV/AIDS and the artistic contributions of the AIDS movement. For additional information on Visual AIDS, please visit www.VisualAIDS.org.

Images available on request