



MEDIA ADVISORY

Local Artists Unveil New Public Artworks for Bike Racks

VMFA to host three week temporary outdoor exhibit June 17- July 6, 2015

Richmond, VA – The Greater Richmond Chamber, in concert with the City of Richmond’s Center for Workforce Innovation, is pleased to announce the unveiling of an unprecedented art exhibit named “Go Bike!” at the VMFA. In this exhibit, thirty local world-class artists will display their artworks in one show. Go Bike! is a legacy project designed to showcase and commemorate the 2015 World Cycling Championship, and is part of the Greater Richmond Chamber’s placemaking efforts to position RVA as an artsy, progressive region that embraces an active lifestyle with the goal of attracting and retaining millennial talent. “Richmond will be on the world stage during Richmond 2015 and this is the perfect opportunity to seize the moment to showcase our creative talent to the world through the Go Bike! project,” said Chrystal Neal, vice president of creativity, innovation & entrepreneurship at the Greater Richmond Chamber.

The shape of the artworks, cast locally at OK Foundry with patterns created locally by Tektonics, was selected as the result of a local design contest held last fall in which the public was invited to enter designs. From a pool of nearly eighty applications, John Sampson’s design was selected by a panel of independent judges. John is a VCU graphic design student and created his wheel-like ring design with 75 evenly spaced marks pointing inward to represent the 75 nations that will converge on RVA for the World Cycling Championships.

Following the exhibit, the artworks will be mounted atop thirty new bike racks to be installed throughout the city this summer. The City of Richmond’s Center for Workforce Innovation welding school is making the bike racks locally, through an innovative program designed to teach valuable welding skills to students, who upon graduation can earn an above average living wage. Ms. Neal had read about the City’s welding school in the *Richmond Times-Dispatch*, and contacted Jamison Manion, head of the program seeking to collaborate. “The city was thrilled to work with us to make the bike racks in its workforce welding program and to coordinate efforts to make this exciting project happen,” said Kim Scheeler, president & CEO of the Greater Richmond Chamber.

Thanks to the financial support of three presenting sponsors, Altria, Dominion and Bon Secours, the Greater Richmond Chamber has been able to commission the thirty local artists to create original works of art, paying them a stipend for time and materials. “Supporting the arts and significant economic development efforts in Richmond are two big ways we invest locally. The Chamber’s Go Bike! project gave us an opportunity to do both at the same time,” said Charlie Agee, director of corporate contributions and community relations at Altria.

The thirty participating artists, curated by Ronald Johnson of the painting department at VCU, are:

Reinaldo G. Alvarez
Katie Baines
Amanda Baldwin
Andras Bality
Sukenya Best
Brad Thomas Birchett
Sally Bowring
Mickael Broth
Amy Chan
Genesis Chapman
Suzanna Fields

Peter & Keiran Fraser
Dr. Vaughn Whitney Garland
Hamilton Glass
Jason Hackett
Brooke Inman
Matt Lively
Anthony Meloro
Valerie Molnar & Matt Spahr
Lynn Murphy
Amie Oliver
Diego Sanchez
Matthew Pendleton Shelton
Mary A. Silcox
Tanja Softić
Jody Symula
Ed Trask
Matthew Warren
Johannah Willsey
Jane Winfield

ABOUT THE GREATER RICHMOND CHAMBER

Since 1867, the Greater Richmond Chamber (www.GRCC.com) has taken the lead to enhance and institute change in the Richmond Region, making the region an ideal location for businesses to prosper. The Chamber, a not-for-profit business membership association with more than 1,100 members, is a catalyst for business development and the voice of business in Greater Richmond.

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