

CHRISTINE CARRIER ARTS

#IVVARTCHALLENGE

MEDIA ALERT

SWISS WINES VALAIS TAKES MANHATTAN

What: Invitation-only launch party: Swiss Wines Valais unveils new wine labels designed by Swiss artists and hosted by Swiss DJ Greg XL

Why: Spring 2016, Swiss Wine Valais invited Swiss artists to enter a competition to create labels for wine bottles with the aim of celebrating the synergy between the worlds of wine and art, the «IVV art challenge» proved a roaring success. Eight creations were selected by the jury which was chaired by acclaimed New York street painter/designer Billy the Artist. Up for grabs was an all-expense-paid trip to Manhattan and the opportunity for the artists to exhibit their artwork at renowned Lower East Side gallery, Castle Fitzjohns.

When: Thursday evening, April 27th, 2017, Swiss Wine Valais CEO, Gérard-Philippe Mabillard, along with Billy The Artist and fellow host committee members, Gregory de la Haba, Anthony Haden-Guest, Raul Zamudio and other distinguished members of the food, wine and art worlds invite you to the IVV Art Challenge Opening Night from 6:00 to 9:00pm for an exclusive viewing and wine tasting.

Where: Castle Fitzjohns Gallery, 98 Orchard St. (between Delancey and Broome) on New York's Lower East Side. The show and tasting will run for a period of four days (April 27th-30th) where the New York public will be able to admire the creations of the competition winners and sample the best of Swiss wines.

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For more information, please contact:

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The video of the presentation for the competition:

<https://youtu.be/RYizz8gj5MI>

The list of the winning works of art:

<http://cepages.ch/winners/>

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