

## PREVIEW | PINK DRAGON POP-UP 2017

at the 3rd Annual MACFest Music, Art & Culture Festival | East Orange, NJ  
Saturday June 17, 2017 | 12p - 8p | East Orange City Hall Plaza

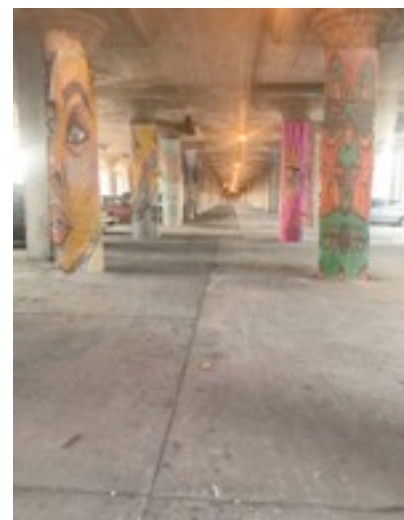
Creative consultant and arts organization, Pink Dragon Artist Syndicate is on a mission to 'change the world through art, culture, fashion and funk'! As the adopting organization of the historic NJ Transit East Orange Rail Station, for our second year, we will use the station as a site for arts programming and community engagement coinciding with the City of East Orange's largest cultural event - MACFest - celebration of music + art + culture. The planned agenda for the day will include:

### Pink Dragon Booth

A focal point for give-aways, social media selfies, festival exclusives and limited edition arts merchandise! Interviews and live social media streaming will take place from the booth, public art sites and throughout the festival with the Pink Dragon Artist Syndicate media team.

### Fine Art Exhibition | Opening Reception / Artist Meet & Greet

A curated exhibition of site specific public art installations located throughout the historic East Orange Station, representing the work of notable local and regional fine artists. It has been proposed for the artwork to remain on display beyond the MACFest event, with a goal to enhance the physical aesthetics of the historical station, stimulate an interest in the station as a destination and to encourage/increase ridership. (*Pending final NJ Transit approval*)



### Live Printing | Collaboration with Newark Print Shop

Newark Print Shop's Pop Up Print Shop designed to strengthen community engagement in the fine art of printmaking. Participants learn about fine art printmaking from professional artists using high-quality materials to create limited edition screen printed posters and/or tote bags for event patrons. *Sponsored by Arts Council of East Orange.*

Newark Print Shop will also facilitate Steamroll Printing with the Rainbow Roller. Participants learn to work together to create a high impact, collaborative print utilizing the steamroller as the printing equipment. The finished 25-foot print can be permanently installed at East Orange City Hall or another prominent location. (*Pending sponsor confirmation*)

### What Makes You Dope? Wall

Originally debuted at the *East Orange Is The Newest Black* Exhibition community participants are posed the question What Makes You Dope? and provided a silver marker and a post-it to share it on a wall. Nearly 300 responses have been collected to date. Ultimately the cumulative post-its will be incorporated into art.

**Fashion Installation** | Kyemah McEntyre | Live Mannequin Modeling Sneak Peek of the Summer 2017 Collection (*Designer To Be Confirmed*)

**Confirmed sponsors:** Cooperative Development Institute, Arts Council of EO, Ghost & IV Consulting,

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