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## **Contemporary Art Gallery Brings Style to Mass. Ave. New gallery to open on the avenue**

INDIANAPOLIS (August 26, 2009) — *christopher west presents*, a contemporary art gallery focusing on emerging regional and national artists, will open at 646 Massachusetts Avenue on October 1, 2009 featuring a new installation by painter Danielle Riede.

The intimate gallery space will focus primarily on solo exhibitions and feature approximately ten artists per year. The gallery program will capitalize on director Christopher West's more than ten years experience in curating and selling contemporary art both in Indianapolis and on the West Coast. West says that although the economic times are challenging this seems like the perfect opportunity to start this new venture. "It's times like these that the entrepreneurial spirit really comes alive. Businesses must become more creative, new partnerships need to be formed, and ultimately a better product emerges."

West is partnering with Scott Johnson of Dean Johnson Design. In exchange for gallery space, West will help refocus and reinvigorate the already popular Dean Johnson Gallery. "I see a real opportunity with Dean Johnson's space. They've always provided an amazing service to the local arts community and now we are both excited to continue evolving and pushing the arts scene forward." After fulfilling current obligations with exhibitions already planned for 2009, Dean Johnson Gallery will start focusing on contemporary design from Central Indiana and the Midwest beginning in December of this year.

"We're excited to expose new artists and ideas to the community and Christopher has a record of finding fresh, new talent." West and Johnson see both gallery spaces as being a great fit for Massachusetts Avenue. "Our hope is that both of our galleries can feed off each other and add to the vibrancy of what is certainly the cultural heart of the city."

### **About *christopher west presents***

*christopher west presents* is the brainchild of Christopher West - independent curator, dealer, patron and advocate for the Arts in Indianapolis. In the past West has served as a private art dealer in San Francisco and most recently as the curator at the Indianapolis Museum of Contemporary Art.

### **About Dean Johnson Design**

Dean Johnson Design was founded in 1987 and is located on Massachusetts Avenue, the heart of the Indianapolis art district. The design firm is comprised of an elite group of professionals with expertise in brand identity, strategic marketing, communications and advertising. Dean Johnson is also an active member of the art community through its non-profit gallery, which supports local, regional and national artists, and its "Dialogue," a community newsletter written and designed by DJD staff. For more information please call 317.634.8020 or visit [www.deanjohnson.com](http://www.deanjohnson.com).