

## Behind the Scenes of the Spring 2016 Campaign

February 24, 2016

### ART. COLLECT YOURSELF.

Affordable Art Fair NYC believes the artwork on our walls should be an extension of ourselves. For this campaign we joined forces with design duo, Hollister and Porter of Hovey Design, artist, Anna Church of Colab-Collective, one of our spring exhibitors from Toronto, Canada, and model, Jaselyn Blanchard to develop our idea. Samuel Morgan, our steadfast photographer, then took the sum of all our parts and combined them into a masterpiece.



Step One: Find the perfect piece of artwork.

Step Two: Assemble a talented mixture of creative minds to bring the artwork to life.



#### Model/Actress, Jaselyn Blanchard

Part Brooklynite/part Texan, [Jaselyn Blanchard](#) is a dancer, actress and model who has extensive experience in the performing arts. She brought with her a professional approach and fun personality that completed our vision and brought the campaign together.

#### Do you and the character featured in the campaign share any qualities?

For me personally, the character in this campaign is me—Jaselyn Blanchard. Any

character I take on, whether it be on stage or in film, photographs, or an audio recording, the qualities I bring to the table originate from my own personal essence.

Home has always been extremely important to me. No matter where I've lived, I've always loved decorating a home and displaying art and all pieces that are important to my heart. Therefore it was easy to see that the woman in the campaign knows what she likes and takes great care to make sure her home is exactly how she desires. **She isn't decorating her home out of a catalog—it's distinctively hers.**

Isn't that what we should all want our homes to be?

#### How has your experience in performing arts influenced any of the visual art with which you use to design your home?

Through the characters I play, the shows I produce or plays I write, I'm offered the incredible opportunity to tell someone else's story. I want the viewer to resonate, to feel something and make them think. I want to be full of impact and perhaps their life will be different if because of it.

#### How did you become familiar with Affordable Art Fair New York City?

After I graduated from the Brown University/Trinity Repertory Company Masters Program with my MFA in acting, I came to NYC. In between auditions and theater work, I began working in the art fair production industry where I was exposed to a lot of great fairs in NYC.

I was drawn to the Affordable Art Fair NYC specifically because **I could actually purchase the art.** It provided such a wonderful opportunity for me to see works from all corners of the globe at a price point that I could actually afford!

Affordable Art Fair NYC has a life force, an energy like no other fair. That's what keeps me coming back every year.