

## FOR IMMEDIATE RELEASE

### **11<sup>th</sup> Annual *March150* Special Exhibition and Art Sale Returns to Target Gallery** *Proceeds benefit future exhibitions and programming at Torpedo Factory Art Center*

Preview: Friday, March 12

VIP Ticketed First-Day Sales: Saturday, March 13

Public Sales: Sunday, March 14 – Saturday April 3

Virtual Art Party: Saturday, March 27 @ 7 p.m.

**March 8, 2021 – Alexandria, Va.** –Torpedo Factory Art Center's popular annual exhibition and art sale, [March150](#), returns to Target Gallery for the 11<sup>th</sup> year. Proceeds benefit future exhibitions and programs at [Target Gallery](#) and the Art Center. Public sales are Sunday, March 14, through Sunday, April 4, 2021. Torpedo Factory Art Center is located at 105 N. Union St. More information and tickets can be found at [torpedofactory.org/march150](https://torpedofactory.org/march150).

This year will look a bit different to make accommodations for COVID-19, but the core of March150 will remain unchanged. All art is created on gallery-supplied 10" x 10" panels and is priced at \$150. More than 100 original works by professional, emerging and amateur artists feature a diversity of topics and media. Find painting, photography, etching, mixed-media, fiber and more that reflect the zeitgeist of today.



Photo by Ja'Mon Jackson for the City of Alexandria.

A change this year, the first day of sales is a [special timed-ticket](#) event. **VIP First-Day Sales attendees on Saturday, March 13, have primary access to art buying**, while also allowing for physical distancing in Target Gallery. Tickets range from \$20 to \$50, depending on the desired 30-minute window. There is a maximum of five visitors per slot. To maximize this opportunity, attendees are encouraged build wish lists during the March150 Preview on Friday, March 12.

**Public sales begin the following day on Sunday, March 14, at 10 a.m.** Patrons can visit Target Gallery in person, with a maximum of 10 people in the space at any time. The full catalogue will be [posted to the website](#) and [Target Gallery's Facebook page](#). Remote sales can also be made by phone at 703-746-4590 or email via [targetgallery@alexandriava.gov](mailto:targetgallery@alexandriava.gov).

Another modification, the Art Party is moving online and it will be free, but [RSVPs are required](#). The **virtual festivities will be live on Saturday, March 27, at 7 p.m.** Keynote speaker Marta Staudinger of Latela Curatorial will discuss the value of art collecting and supporting local artists. The evening also features a sound performance by Jassie Rios, body painting by Kyera Delasario, trivia, and discounted art sales.

Like with in-person events of the past, attendees can buy **artwork for \$100 during the Art Party**. This special pricing continues for only for Art Party attendees until the exhibition closes on Saturday, April 3.

Target Gallery is partnering with the [Factory Society](#), an independent young-patrons group that supports the Art Center, for both the VIP First-Day Sales and the Virtual Art Party.

Last, to help people better engage with this year's exhibition, Target Gallery is hosting the March150 Sunday Talks on March 14, 21 and 28. Posted to [Target Gallery's Facebook page](#), this series features a number of participating artists—amateur to professional and from all ages and backgrounds—highlighting how democratic the March150 exhibition is.

On average, Target Gallery grosses about \$16,000 from March150 each year. Proceeds benefit exhibitions and programs at the Art Center, such as the annual Solo Exhibition, The Late Shift, and others.

For more information about the exhibition and ticket sales, visit [torpedofactory.org/march150](https://torpedofactory.org/march150). Follow #march150 to join the conversation online.

Target Gallery is open Wednesday through Sunday from 10 a.m. – 6 p.m. Target Gallery has a limited visitor capacity to allow for social distancing. Those who wish to visit Torpedo Factory Art Center are asked to adhere to current [Virginia Safer at Home guidelines](#), including maintaining a social distance with people from different households, wearing face coverings indoors, and frequent handwashing for 20 seconds or use of hand sanitizer with at least 60% alcohol.

*Private press viewings may be scheduled upon appointment.*

### **About Target Gallery**

Target Gallery is the contemporary exhibition space for Torpedo Factory Art Center. The gallery promotes high standards of art by continuously exploring new ideas through a variety of visual media in a rotating schedule of national and international exhibitions. More information is available via [torpedofactory.org/target](https://torpedofactory.org/target).

### **About the Torpedo Factory Art Center**

Founded in 1974 in an old munitions plant, Torpedo Factory Art Center is home to the nation's largest number of publicly accessible working artist studios under one roof. The City of Alexandria manages the Art Center through the Department of Recreation, Parks and Cultural Activities as part of the [Office of the Arts'](#) family of programs and facilities. Just south of Washington, D.C., the Art Center overlooks the Potomac River in the Old Town section of Alexandria, Va. Each year, more than a half million national and international visitors meet and interact with more than 160 resident artists in 82 studios and seven galleries. For more information, visit [torpedofactory.org](https://torpedofactory.org) or follow the Art Center on [Twitter](#), [Facebook](#), [Instagram](#) and [Pinterest](#) via @torpedofactory.

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