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**COLLECTORS SHOW ANNOUNCES FIFTH
EXHIBITION LEADING UP TO ARTPRIZE**

*More than 90 Artists Selected in Exclusive Juried Show.
Percentage of proceeds to be donated to arts education programming at ArtPrize.*

GRAND RAPIDS, Mich. — Collectors Show, the twice-annual art collection event that brings together a curated selection of ArtPrize artists and world-renowned masters of the art world, today announced its fifth installment, which will include more than 90 artists and take place September 14-15, 2017 at the brand new Venue Tower apartment building in downtown Grand Rapids.

In partnership with ArtPrize and Second Ave Arts, NYC, Collectors Show was created by New York City based artist and West Michigan native Tyler Loftis. The event, which will be hosted at the newly opened Venue Tower located next to The B.O.B., is designed to forge artist-collector relationships in the Midwest and encourages fans and enthusiasts to seek out art regardless of level of accomplishment, education or environment. Twenty percent of proceeds from the art purchased benefits arts education programming at ArtPrize.

“There is such a rich culture here in Grand Rapids and Michigan in general in regards to music, writing and design, but fine art is still in its infancy. It’s exciting to see more art appreciation emerging and how it has been fostered through ArtPrize and it’s continued growth,” said Loftis, whose work resides in prominent collections throughout the country. “You don’t need a high-end art education to appreciate art, our goal is to help people realize that they are born with everything they need to take the next step into collecting. Furthermore, flying to New York to have a high end cultural experience isn’t necessary when it’s accessible and happening right here in Grand Rapids.”

Loftis added that he has a passion for integrating early and mid-career artists alongside well known names and that he specifically enjoys speaking with those who have had little to no art exposure, which is an idea Collectors Show welcomes.

“As someone who has no background in art, I found Collectors Show to be an ideal atmosphere to stroll, engage and learn about not only the pieces presented but the artists behind them as well. It’s a wonderful introduction to art we’re not normally able to view,” said Jeff Gurney, who has been collecting art for the last five years and has purchased works from past Collectors Show events. “If someone finds themselves intrigued by casually viewing art, it’s a show they can visit and not feel any pressure as well as feel welcome to simply ask questions. The minds behind Collectors Show are there to assist and guide those of all backgrounds.”

Collectors Show kicks off its fifth installment with an invite-only, first-look VIP premier featuring various guest speakers on September 14. It is followed on September 15 with an art collecting event that is open to the public. All artwork will be at guaranteed reduced pricing in comparison to certified or established gallery pricing.

Guests can expect to view works from roughly 90 artists total including a juried selection of 62 ArtPrize artists, New York Studio School Alumni Show award winners, featured artists from New York City and a various selection of local and national artists selected by Second Ave Arts.

For more information visit: www.thecollectorsshow.com

About Collectors Show

Since 2015, Collectors Show has been making art more accessible by curating a selection of both ArtPrize artists and some of the most well-known artists of the past two centuries all in one place. Created by New York City based artist Tyler Loftis, the twice annual exhibition is designed to forge artist-collector relationships in the Midwest, and serves the community by donating a percentage of proceeds to arts education at ArtPrize. More information can be found at: www.thecollectorsshow.com

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