

For Immediate Release  
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New York, NY November 19, 2007 -- The Rhonda Schaller Studio is pleased to present *Small Rays of Hope and Fragments of a Larger Idea*, an inspired feast of 224 collectable small works. This exhibition celebrates our community, our artists, our visions with an exhibit of 135 artists from 20 countries. Works will be on view Thursday, December 6th until Thursday, December 20th, 2007. Opening Reception: Saturday December 8<sup>th</sup>, from 2:00 p.m. - 5:00 p.m.

The gallery has been transformed for the installation. A series of small 12" x 12" "windows" within a lattice grid has been installed through out the gallery. Each artist was asked to present their own "small ray of hope", through their individual window. Five artists were selected to present "a larger idea".

To accompany the exhibition, "Artists Create Hope" buttons were designed and inaugurate the gallery's new [cafepress.com](http://cafepress.com) online shop. Buttons will also be available at the exhibition. In addition the gallery has published "Small Rays of Hope for 2008" a color wall calendar featuring all the selected artists. The calendar is available for purchase at the gallery, and from the gallery website. Awards for best in show, second place, third place, and honorable mention will be announced at the opening.

Rhonda Schaller, Gallery Director, comments, "Small Rays of Hope and Fragments of a Larger Idea" is an inspired feast of collectable small works. This exhibition celebrates our community, our artists, our visions. The gallery wants to play an active role at promoting opportunities for emerging and established artists within the visual arts community. We believe these juried exhibitions are a great vehicle for promoting such opportunities.

The Rhonda Schaller Studio is comprised of one of the fastest growing collections of independent, emerging and established artists and photographers looking for Chelsea, NYC exposure.

Rhonda Schaller Studio is located at 547 West 27th Street, 5th Floor, New York City. Gallery hours are Wednesday - Saturday, 12PM - 5PM. For additional information, please contact Rhonda Schaller at 212.967.1338 or visit us online at <http://rhondaschallerchelsea.com>. Visuals and a complete list of artists available upon request.

#### About Rhonda Schaller Studio

Last year, Rhonda Schaller Studio was founded as a fresh approach to the art world. It is a working artist studio, mentoring space, and art gallery. It is a place to give emerging and re-emerging artists a chance to show in New York, document their artwork in exhibition catalogs, and enable them to move their careers forward. Through juried exhibitions, expanded website exposure, round-table discussions and gallery exhibitions, Rhonda Schaller Studio has exposed a greater community to the engaging and thought-provoking work of close to one hundred artists. Currently, the gallery represents eight artists exclusively, and over 70 in its non-exclusive Art Link Network, artists now at varying stages in their careers. The goal is to show work that is not only of contemporary interest, but will be of lasting art historical significance.

The mission of the gallery is to navigate the Manhattan art world with integrity and passion, and provide a selection of soulful and thought provoking imagery of American and International artists as a source of commentary, personal or cultural reflection, and public enjoyment. Artists, emerging and re-emerging, are essential to this process, and those so engaged help to transform the collective mindset towards a nobler future.

The publishing arm of the Rhonda Schaller Studio is Blue Pearl Press: providing Print on Demand artist monographs and catalogues for gallery artists.

For more information, contact:

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