



FOR IMMEDIATE RELEASE

Sharp Communications, Inc.
(212) 829-0002
Beryl Crofton-Atkins, Ext. 113
bc@sharphink.com

**SOTHEBY'S NEW YORK HOSTS SECOND ANNUAL EVENT CELEBRATING HEIRLOOM VEGETABLES
IN SUPPORT OF LOCAL AGRICULTURE AND SUSTAINABLE FOOD PRACTICES**

An evening honoring the Art of Farming

NEW YORK, New York (July 26, 2011) – On **Tuesday, September 27, 2011**, Sotheby's Auction House will host the second annual ***Art of Farming*** event to celebrate edible heirlooms and the art involved in their creation. Just in time for the fall harvest, this special evening provides a unique platform for local farmers, purveyors, celebrity chefs, and philanthropists to join together to support local agriculture and sustainable food practices for all New Yorkers. The highlight of the night will be a live auction of ten crates of delicious heirloom vegetables as well as incredible food and drink experiences led by a Sotheby's auctioneer. All proceeds from the event will benefit **GrowNYC** and **The Sylvia Center at Katchkie Farm**.

"We are thrilled to host *The Art of Farming* at Sotheby's again this year," says Amy Todd Middleton, SVP Director of Worldwide Marketing for Sotheby's. "Sustainable farming and preservation of heirloom varieties are a true art form. We are proud to support our local farmers by integrating the food and art communities with this exciting auction and dinner."

The Art of Farming evening will begin with a cocktail reception with local hors d'oeuvres by restaurant **Rouge Tomate** and wines by New York state wineries. Cocktails will be followed by a dinner with guests seated at long family style farm tables featuring special dishes by a line-up of prominent chefs and restaurants known for their farm-to-table cuisine. The heirloom vegetables grown especially for the evening by more than 25 local farmers will play a lead role in the Art of Farming dinner as participating chefs will be paired with farmers to create a sustainable feast reflecting the bounty of the season. **Dan Kluger**, Executive Chef of **ABC Kitchen** and recent recipient of the **James Beard Award for Best New Restaurant**, will curate the dinner designed by his peers. Participating chefs include **Dan Kluger of ABC Kitchen**, **Alexandra Guarnaschelli of Butter**, **Jeremy Bearman of Rouge Tomate**, **Bill Telepan of Telepan**, **Mark Meyer of Cookshop**, and many more. (For a full list of chefs, restaurants, wineries and farmers please see list on next page.)

On the block during the live auction will be amazing food and drink experiences such as summer farm internships for students, field trips for school classes, celebrity chef dinners, farm-to-table dinners, wine country getaways, and unique farm photography and artwork. The ten crates of fresh heirloom vegetables grown for the evening by local farmers from the tri-state area will be auctioned for \$1,000 each with the produce going to vital community food programs in the city. Funds raised will support unique programming at GrowNYC and The Sylvia Center at Katchkie Farm. Through GrowNYC's many innovative programs such as Greenmarket Farmers Markets, the organization supports small family farms, preserves farmland, provides access to affordable produce in underserved communities, and educates the next generation about the joys and benefits of eating local and sustainably. The Sylvia Center at Katchkie Farm

program inspires and teaches children to eat well through hands-on experiences on the farm and in the kitchen.

“*The Art of Farming* auction and dinner at Sotheby’s represents a new level of commitment to sustainable agriculture and good earth practices while supporting and celebrating local flavors,” says Liz Neumark, Founder and CEO of Great Performances. “The Art of Farming is a true celebration of the farmers, chefs, and food makers who feed us, and we are thrilled to have Sotheby’s as an ally in supporting food diversity from the farm fields to our kitchens.”

Leading up to the event, there will be a **weekly community greenmarket** operated by **GrowNYC Youthmarket** outside Sotheby’s New York **every Tuesday, beginning September 6th through September 27th**. Youthmarket is a network of urban farm stands managed by neighborhood youth, supplied by local farmers, and designed to bring fresh fruits and vegetables to communities throughout New York City. Youthmarket seeks to overcome the problem of inaccessibility of affordable fresh fruits and vegetables by linking regional farmers with underserved consumers in New York City.

For more information on *The Art of Farming* or to purchase tickets, visit www.artoffarming.org

Media Contact:

For more information, please contact Beryl Crofton-Atkins at Sharp Communications, Inc., at (212) 829-0002 Ext. 113 or bc@sharpthink.com.

###

Participating Chefs, Restaurants, and Wineries:

- Dan Kluger, ABC Kitchen
- Alexandra Guarnaschelli, Butter
- Ralf Kuettel, Trestle on Tenth
- Jeremy Bearman, Rouge Tomate
- Plaza Food Hall
- Cesare Casella, Salumeria Rosi Parmacotto
- Ryan Jaronik, Benchmark
- Mark Meyer, Cookshop
- Daniel Eardley, Chestnut
- Sisha Ortuzar, Riverpark
- James McDuffee, Joseph Leonard
- Bill Telepan, Telepan
- Johanna Kolodny, Print Lounge
- Ryan Angulo and Doug Crowell, Buttermilk Channel
- Gabriel Stulman, Fedora
- Jacques Gautier, Palo Santo
- Jimmy Carbone, Jimmy’s 43
- Jim Lahey, Co.
- Rick Field, Rick’s Picks
- Christopher Hille, Nathan Foot, Chris Ronis, Northern Spy Food Co.
- Sosie Hublitz, Watty and Meg
- Orwasher’s Bread
- School House Kitchen
- Clinton Street Baking Company
- Hot Bread Kitchen
- Magnolia Bakery
- Murray’s Cheese
- Great Performances
- Bedell Cellars
- Clinton Vineyards
- King Ferry Winery

Participating Farmers:

- Bill Maxwell, Maxwell’s Farm
- Michael Robertson, Grady’s Farm
- Ben Flanner, The Grange
- Jeff Bialas, B & A Farms
- Ray Bradley, Bradley Farm
- Brian Gajeski, Gajeski Produce
- Sergio Nolasco, Nolasco’s Farm
- David Rowley, Monkshood Nursery
- John Schmid, Muddy River Farm
- Sue Dare, Cherry Lane Farm
- Nevia No, Bodhitree Farm
- Franca Tantillo, Berried Treasures
- Kennon Kay, Queens County Farm Museum
- Kevin Smith, Sycamore Farm
- John Adams, Hudson Valley Organic
- Tim Stark, Eckerton Hill Farm
- Keith Stewart, Keith’s Organic Farm
- Betsy Ryder, Ryder Farm Cottage
- John Gorzynski, Gorzynski Ornerly
- Farms Vinny D’Attalico, D’Attalico Organics
- Ben Shaw, Garden of Spices