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FOR IMMEDIATE RELEASE

School of the Museum of Fine Arts, Boston Hosts Proof of Purchase Art Sale at Samsøn

A unique art sale where all artists remain anonymous until a purchase is made; proceeds benefit SMFA

Boston, MA (May 2, 2012)—The School of the Museum of Fine Arts, Boston (SMFA) and Samsøn are pleased to bring back **Proof of Purchase** May 3–6, 2012. The event showcases hundreds of original, postcard-sized works by a range of artists, each for sale at the price of \$50. The twist? Attendees won't know the identity of the artist until a purchase is made. With all the art priced and sized (4x6 inches) the same, you have just as much of a chance of scoring a piece by an established artist as you do a first year art student—2012 artists include **Matthew Gamber, Arthur Polonsky, Rachel Perry Welty, Raul Gonzalez, Rhoda Rosenberg** and **John Baldessari**.

The full list of participants will be posted on SMFA's website and social media channels before the opening night as well as inside Samsøn. As soon as the gallery doors open on May 3, 7 pm, the hunt begins! No matter how you shop—going purely on aesthetic instinct or pinpointing specific works by a familiar artist—**Proof of Purchase** is an fun, energetic art buying experience that also supports art education. Works have been donated by participants, so all proceeds directly support the creative and professional development of SMFA students through scholarships.

Proof of Purchase

May 3–6, 2012*

Hours: May 3, 7–8:30 pm; May 4 + 5, 11 am–6 pm; May 6, 12–5 pm

Samsøn/ Gallery, 450 Harrison Avenue @ 29 Thayer Street, Boston 02118

Free admission

**The event will continue through May 6 as long as postcards are available; previous events have sold out early.*

For more information, visit www.smfa.edu/proof-of-purchase or call 617-357-7177.

About the School of the Museum of Fine Arts, Boston:

Founded in 1876 and accredited by the National Association of Schools of Art and Design, the School of the Museum of Fine Arts, Boston (SMFA), is one of only three art schools in the country affiliated with a major museum—the Museum of Fine Arts, Boston. Our mission is to provide an education in the fine arts—for undergraduate and graduate artists—that is interdisciplinary and self-directed. This education values cultural, artistic and intellectual diversity; it embraces a wide range of media; it stresses the development of individual vision and its relation to culture in general; it values equally the knowledge gained by thinking and doing; it is deeply engaged with the world as a whole. If the mission is constant, its practice is always transforming. For more information about our programs and partnerships, visit www.smfa.edu.

About Samsøn:

Samsøn creates and presents programs that explore the diversity of cultures and voices that continually shape contemporary art and ideas today, introducing emerging and under-recognized artists as well as established artists. It is our mission to act as an interdisciplinary laboratory for the convergence of film, video, performance, music, design and visual art. Samsøn is a member of the New Art Dealers Alliance (NADA). www.samsønprojects.com.

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