



The  
Heliotrope  
Foundation

**SWOON AND THE HELIOTROPE FOUNDATION PRESENT  
PEARLY'S BEAUTY SHOP: AN ARTIST-RUN SOIRÉE IN DOWNTOWN L.A.  
SATURDAY, MAY 21 | SUPERCHIEF GALLERY | DJ: SHEPARD FAIREY**

**WHAT:** Pearly's Beauty Shop, now in its fifth year, is unlike any event you've ever attended. Part exhibition, part live auction, part dance party, and part pop-up unisex beauty shop for which all stations are manned by artists. Nails done by a painter? Hair diorama by a sculptor? Makeup by a conceptual artist? Performance-artist-paraffin-dip? No matter your aesthetic desire, Pearly's has you covered. Artists will be partnered with salon technicians to recreate their designs; you'll find salon stations throughout the party and revelry all around.

**WHY:** The Heliotrope Foundation, a nonprofit started by Brooklyn-based artist Swoon, helps communities respond and heal after natural disasters and other urgent social crises. Heliotrope works primarily with three initiatives:

- *Braddock Tiles*: a multi-tiered community arts project revitalizing the once-prosperous Rust Belt neighborhood of North Braddock, PA (2007 – present)
- *New Orleans Airlift's Music Box*: a sonic playground, performance venue, and laboratory for musical architecture and community engagement in New Orleans (2011 – present)
- *The Konbit Shelter Project*: a comprehensive and locally sustained community building project in post-earthquake Haiti (2010 – present)

**HOST COMMITTEE:** Swizz Beatz • Jane Golden • Sallyann Kluz • Andrew Lockhart • Karmimadeebora McMillan • Sandra Powell • Zahra Sherzad • Anthony Spiegel • Ryan Nuckel • KT Tierney • Natalie Kates • Bill Dunleavy • Edward Zipco • Marsea Goldberg • Als Kenny • Ryland Behrens • Tamara Goldstein • Lisa Shimamura • Andrew Edward Brown • Liat Cohen • JL Sirisuk • Raina Mehler • Damien Roman • Alex Fanning • Afrodet Zuri • Andrea Fiona Pagliai Londoño • Siovan Hope Ross • Adam Lehrer • Kristin Sancken • Charlotte Reed • Kurt McVey

For the past four years, Swoon has invited artists such as Shepard Fairey, Dustin Yellin, and Maripol to each offer a limited edition print for Heliotrope to accessibly price at \$50 in support of Braddock Tiles. For this year's edition of Pearly's, Swoon has tapped *Juxtapoz* editor Evan Pricco to guest-curate a group of Los Angeles-based artists for an exclusive Pearly's 2016 print release.

**WHEN & WHERE:** Saturday, May 21 • 7pm – 1am • Superchief Gallery LA (739 Kohler Street)

**TICKETS:** Tickets start at \$50 and can be purchased at [bit.ly/pearlys2016](http://bit.ly/pearlys2016)

**DRESS CODE:** Come as you are

Pearly's Beauty Shop 2016 thanks Jefferson Projects; Juxtapoz Magazine; Lagunitas Brewing Company; Stolen Rum; Gary Lichtenstein Editions at Mana; Art Report; ArtLeadHER; and Red Flower for their generous support. Pearly's is pleased to partner with LAMP Community, a Skid Row-based organization seeking to end homelessness and foster self-sufficiency among those living with severe mental illness.

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