

ROSEDALE CENTER

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An unexpected take on an Easter Egg Hunt has visitors experience 50 works of art at Rosedale
Discovery-based event includes eclectic and interactive art installations – plus an Instagram contest for Easter-basket prizes, April 12-20

ROSEVILLE, MINNESOTA (April 4, 2019) Decorating Easter eggs is one way to celebrate spring. But this year [Rosedale Center](#) is mixing it up by inviting art lovers and pop-culture aficionados to hunt for 50 inspired – and sometimes edgy – works of art to be discovered within the 1 million+ square foot mall. The discovery-based event and mall-wide art exhibit runs from April 12 - April 20 at Rosedale Mall. It will showcase the eclectic works of 30 notable Minnesota artists, including many who have exhibited nationally and internationally. The installations will embrace art in its varied and provocative forms – from intricate drawings and paintings to modern light installations, expansive murals, sculpture and mixed-media collage.

“We are excited to share the creative talents of these artists with our visitors,” said Sarah Fossen, director of marketing and experience at Rosedale Center. “Much like other local cultural events, we hope to create an experience where visitors can discover beautiful and interesting works in unexpected places.”

A vibrant 60-foot mural by painter [Ashley Mary](#) will debut at the event. A projection by Native American artist, [Marlena Myles](#), will feature animated Dakota narratives. [Philip Noyed](#) will display a 12' interactive light pyramid, a playful rainbow of color and form. And [Kevin Kramp's](#) camp, category-defying knitwear will also be exhibited, along with a Somali multi-artist installation, work by [Bobby Rogers](#), [Caitlin Karolczak](#), [Leslie Barlow](#), In the Heart of the Beast / Mayday Artists and other acclaimed artists.

Visitors can “Instagram and win” by capturing and tagging images of the art to win gift cards, multi-prize “Easter Baskets” and more. Participants must capture an image of the art on display or take a shot of themselves interacting with it and post using the hashtag #RosedaleArtHunt to qualify.

The exhibit is a partnership of Rosedale Center and Minneapolis-based exhibit design and curatorial firm, [Bishop/Iverson](#). The public can view the artworks during regular mall hours: Monday – Saturday 10 a.m. – 9 p.m. and Sunday 11 a.m. – 6 p.m. Rosedale Center will be closed on Easter Sunday, April 21.

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About Rosedale Mall

Rosedale Center is centrally located between the Twin Cities of Minneapolis and St. Paul. Rosedale Center a 1,149,639 square foot shopping center featuring 160 retailers including AMC Theatres, Herberger's, JCPenney, Macy's and Von Maur (Fall 2018) and a first-to-market Food Hall (Fall 2018). Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. For more information on stores, events and programs, please visit www.myrosedale.com.

About Bishop/Iverson

Bishop/Iverson is an arts consultancy firm helmed by partners Mike Bishop and Kate Iverson. With over a decade of experience in exhibit design, production, curation, and arts marketing, Bishop/Iverson connects organizations and private collectors with visual art. Kate and Mike have helped build and manage multiple award-winning art galleries in Minneapolis, including Public Functionary, XYandZ Gallery, and CO Exhibitions.

Participating Artists

Jennifer Davis
Bobby Rogers
Philip Noyed
Ashley Mary
Andi Hillestad
Bryant Locher

1991 Magazine
Caitlin Karolczak
Ashley Fairbanks
Denny Park
Kevin Kramp
Michael Cina
Leslie Barlow
Jon Peterson
Marlena Myles
Jose Dominguez
Mike Davis
Allegra Lockstadt
Ron Brown
Wes Winship
Meghan Murphy
Andres Guzman
Michael Thomsen
Aaron Dysart
Chris Larson
Kate Iverson
Heather M. Cole
Kitty Sabatier (For Area Environments)
Andrea Pramuk (For Area Environments)
Domenica Brockman (For Area Environments)
In the Heart of the Beast / Mayday Artists