



ALEXANDER / HEATH
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ALEXANDER/HEATH
Contemporary Art Gallery
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FOR IMMEDIATE RELEASE

Alexander / Heath Contemporary Art Gallery to open in West End of Downtown Roanoke

ROANOKE, VA., April 1, 2015 – A new contemporary art gallery, Alexander/Heath Contemporary, LLC opened in March in the West End of Downtown. The gallery is located at 425 Campbell Avenue at the corner of Fifth Street and is part of the “Flats on Fifth” complex.

The first art opening was Friday, March 6th from 4pm to 10pm and featured “Equilateral Triangles” by Robert Huot. Live music was provided by guitarist Brian Mesko between 6pm and 8pm. Appetizers and beverages were served. Over 100 people attended the event. The show will hang through April 17th.

The gallery outfitted the space in February with new LED track lighting and sound system. The initial renovation was done by the Garland Properties of Roanoke.

“As soon as I saw this space I instantly thought it should be a space to show art,” admits partner and curator Edward Hettig. “Roanoke has a very active art scene with great galleries. We are excited to be a part of it.”

The gallery will be busy outfitting the space in February with new LED track lighting, acoustic panels, sound system and art hanging hardware. The initial renovation was done by the Garland Properties of Roanoke.

Hettig, along with partners, Gregg Weinschreider and Robert Huot, formed the LLC in October 2014. Weinschreider owns SleepSafe® Beds, LLC, a manufacturing facility in Bassett, VA. Huot, a lifelong

painter, and filmmaker, lives in Upstate New York. Hettig, a marketer and also a painter, is originally from Upstate New York and lives in Downtown Roanoke.

The gallery will focus on solo exhibitions initially, running for five to six weeks. They plan to mix in community minded events such as an “Appalachian Thru-Hiker Convo” in early June. AT Thru-Hikers currently on the trail will be invited to meet AT Thru-hiker alumni and share their tales. The gallery will exhibit and sell images that were created along the trail. Part of the proceeds will be donated to the local AT hiking club and the Appalachian Conservancy.

“As a contemporary gallery, we will offer art that is being created during our space in time.” Hettig adds, “It is a reflection of who we are.” The gallery plans to show a variety of art from a variety of artists. “This may include lifelong artists, new artists who we feel deserve exposure, or even kids,” Hettig explained.

The gallery partners are avid art collectors. “We will try to bring artists to Roanoke that are worth collecting.” concludes Hettig. “It is a great opportunity to enjoy art and also have it appreciate in value.”

After the initial opening in March, The gallery plans to be open Fridays, from 7pm to 9pm and Saturdays, from 2pm to 5pm, and by appointment. Alexander/Heath Contemporary is located at 425 Campbell Avenue SW. The entrance to the gallery is on 5th Street, through the gate. For more details, visit www.alexander-heath.com.

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