

PRESS RELEASE

FOR IMMEDIATE RELEASE:

Ignite Models, v2 Nightlife, Futuretime Productions & City Pages present..

## **ENVISION: Artopia Spring 2012**

**Saturday, April 14th @ Graves 601**

**10th Season Anniversary Will Feature The Best in Twin Cities  
Fashion, Art & Music**

**15 Twin Cities Fashion Designers & Boutiques  
Ignite Models  
DJ Bryan Gerrard  
RAW Visual Artist Gallery  
Hosted by Joan Erakit**

**To Benefit Free Arts Minnesota**

(Minneapolis, MN) February 13, 2012 - Celebrating their 10th season anniversary, Ignite Models, v2 Nightlife, Futuretime Productions and City Pages present **ENVISION: Artopia Spring 2012**. The Twin Cities' largest fashion event, ENVISION: Artopia Spring 2012 is an opulent evening honoring the best in local fashion, art and music. Taking place on **Saturday April 14th** in the **Graves 601 Ballroom**, Envision will feature two high-impact runway shows starring lovely Ignite models who will exhibit 15 talented designers' vibrant spring ensembles. The evening will include live painting, dance beats, creative cocktails, lavish decor and of course, more than 1000 of the best looking fashion enthusiasts in town. ENVISION: Artopia Spring 2012 will be hosted by **Joan Erakit** of TheBrownGirlFiles. A portion of the proceeds will benefit **Free Arts Minnesota**.

Talented Twin Cities designers whose fresh spring looks will be seen on the runway include: **Amanda Christine, Caroline Hayden, CounterCouture, Gina Marie Vintage, Kathryn V., Kjurek, Russell Bourrienne, Sara Lopez + Lizzie Hillmann** and **Autumn Kirchman**. Local boutiques include: **Atmosfere, Cliche, Drama, Karma, Local Motion and Martin Patrick 3**. **Accessories Designers include: Cayetano Legacy Collection, Inspire - by Nonmala and Gaochen, Jennifer Marie, Jennifer Merchant Designs, Larissa Loden, Renee Larson and Via Patina**.

**DJ Bryan Gerrard** will spin dance beats for the runway shows. **Rocco Altobelli Salon and Day Spa** will provide hair styling and make-up for the models. **Prima Chic** and **Erick Deleon** of **Modern Day Dapper** will be styling the models.

VIP guests will enjoy a sampling of spirits and hors d'oeuvres from top Twin Cities restaurants including Lotus, Barbette and Forepaughs from 8:00 - 9:00 pm. At 9:00 pm, doors will open for general admission. The runway show will be in two parts - the first at 10:00 pm and the second at 11:00 pm. There will be a silent auction on several paintings to benefit Free Arts MN and various live art elements taking place throughout the evening, including an art exhibition curated by **RAW Visual Artist Gallery**. For more on the gallery, please visit: [www.rawartists.org/minneapolis](http://www.rawartists.org/minneapolis)

In addition to the proceeds from the silent auction, \$1 of every presale ticket will benefit Free Arts Minnesota, a non-profit organization dedicated to bringing the healing powers of artistic expression into the lives of abused, neglected and at-risk children and their families. For more on Free Arts Minnesota, please visit: [www.freeartsminnesota.org](http://www.freeartsminnesota.org)

General admission tickets will be \$20 until April 1st and \$25 after. VIP seats will be \$50 for reserved seating and include the food and wine sampling starting t 8:00 pm. SEATED VIP tickets are limited. VIP Front row seats are available for \$75. Please visit [www.envisionmpls.com](http://www.envisionmpls.com) for more information. Tickets are available online at [www.vitalculture.com](http://www.vitalculture.com) and at the following boutiques: Atmosfere, Cliche, Drama, Karma, Local Motion, Martin Patrick3 and Rocco Altobelli salon (IDS Location.)

The Graves 601 Hotel is located at 601 1st Avenue North in downtown Minneapolis. ENVISION: Artopia Spring 2012 will take place in the Fifth Floor Ballroom of the hotel. For more on the Graves 601, please visit: [www.graves601hotel.com](http://www.graves601hotel.com)

Allison Hamzehpour and Jessica Cunningham founded Ignite Models in 2006 under the premise than an agency should be as committed to its models as it is to its clients. Ignite models are carefully selected based on their unique beautify and character, their strong work ethic and their love of the art. In return, Ignite is committed to providing each model with respectful, honest representation and unmatched individual attention. In the same way, Ignite is committed to forming and maintaining strong relationships with clients - big or small - engaging each with the same level care and integrity. Lastly, Ignite seeks to situate itself as as integral element of Minneapolis' burgeoning fashion scene, working with local designers and artists to create a point of view that is uniquely Minneapolis. Please visit: [www.ignite-models.com](http://www.ignite-models.com) for more information.

FUTURETIME & V2 Nightlife bring new and creative ideas to the world of entertainment. Their main objective is to build on their reputation and proven track record of successful events to make Futuretime & V2 Entertainment the company to turn to for exposure in the fashion and music industries. With their creative resources, industry knowledge and steadfast understanding of conceptual ideas, they bring intensity to all events ensuring success and triumph.

For more information on ENVISION: Artopia Spring 2012, please contact Natalie Auger, Vim-Lab Promotions, 612.229.8522, [natalie@vimlab.com](mailto:natalie@vimlab.com), <http://www.vimlab.com>

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