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**For Immediate Release**

**Media Contacts:**

Marla Eby

Goodwill SoCal

Mobile: 323-246-3620

[meby@goodwillsoocal.org](mailto:meby@goodwillsoocal.org)

Stephanie Medina

Goodwill SoCal

Mobile: 213-447-5241

[smedina@goodwillsoocal.org](mailto:smedina@goodwillsoocal.org)

Stephanie Gotch

Partners And Associates Agency

Mobile: 917.583.8606

[sg@partnersandassociatesagency.com](mailto:sg@partnersandassociatesagency.com)

## **Goodwill SoCal Presents “FABRICS” Art Exhibit**

### **Partners with L.A. Based Artists to Showcase Sustainability and Upcycling**

*Pop-up exhibit features collaborations by Darren “DRx” Romanelli, Spencer Lewis, James Fauntleroy, Better World Fragrance House & American Sewing Guild of Los Angeles*

Los Angeles, CA, February 10, 2022 – Each year, Goodwill nonprofits across the country keep over 3.3 billion pounds of usable goods out of landfills. Some items are resold, and others are repurposed. Yet some will be re-envisioned as fine art this month and on view at the Goodwill Southern California’s flagship Atwater Village store. The pop-up will also serve as Goodwill SoCal’s first foray into the art world as they build out their community outreach initiatives leveraging the SoCal flagship store as a hub for local businesses, brands, creatives, and more.

Goodwill Southern California will present “**FABRICS: Presented by Goodwill Southern California,**” their first ever art exhibit on view from February 17th - February 20th, with a special preview on Tuesday, February 15th, at 12 noon. The exhibit includes large-scale multimedia installations, sculptures, clothing, as well as a full-length album of music, all created by L.A.-based creatives.

Artists Spencer Lewis and Darren “DRx” Romanelli spent three months in DreamCrew’s office/gallery space, home to Better World Fragrance House (BWFH), to produce the artwork. Working together to conceptualize their vision, Lewis and Romanelli fabricated large-scale canvases stitched by American Sewing Guild of Los Angeles and meticulously sorted through pounds upon pounds of unsold donations by Goodwill to repurpose these found objects. Better World Fragrance House documented the creative process during their residency, with the hope of inspiring other creatives. DreamCrew was excited about the project and the idea of upcycling fabrics fits perfectly with Better World’s mantra of transforming spaces in an artful way. The designers took

inspiration from the gallery space, Goodwill's found objects, and the collaborative process to create works of art that touch upon these themes of upcycling, sustainability, and the power of creativity, ultimately promoting a better and more inclusive world.

"FABRICS Presented by Goodwill Southern California" was created in partnership with the following L.A.-based creatives:

- The **American Sewing Guild (Los Angeles)** stitched the large-scale canvases together using damaged or unsold textiles donated to Goodwill Southern California.
- Designer and curator **Darren "DRx" Romanelli** worked with the Guild to craft the canvases and create an exclusive collection of wearables for the exhibit.
- Contemporary artist **Spencer Lewis** painted seven original canvases and built two sculptures from the recycled materials.
- Canvases and artwork were created, conceptualized, and painted at the **Better World Fragrance House / DreamCrew's** creative offices. The gallery space within the offices was used as a residence for Spencer Lewis and Darren "DRx" Romanelli to create their artwork over the past year. This collaboration marks the first of many arts initiatives fostered by Better World Fragrance House to amplify emerging voices in contemporary art.
- Grammy Award-winning songwriter **James Fauntleroy** wrote and recorded a full-length album of original music inspired by the project, made exclusively for Goodwill Southern California.

"I've been reconstructing vintage for over 20 years. I remember my first couple years of starting out my brand and visiting the Goodwill quite often looking for certain garments. So many years later having it all come full circle is such a fulfilling project. Especially the idea of inspiring visitors who might think differently about the vintage they are seeing around them...the boundless possibilities." – Darren "DRx" Romanelli

"Disruptive and familiar is what makes innovation in art. It was a great moment coming together creating this project in the DreamCrew space. The environment had such a strong element of inspiring the collective team as well as the outcome of the items. All the different components clicked into place really authentically which made everybody's contributions feel great. That's the power of remixing and recycling, we drag our whole history across the beat." – Spencer Lewis

This exhibit was coordinated as part of the Do Goodwill campaign, an initiative to raise awareness about the mission of Goodwill: to provide job training and assistance to people with barriers to employment. Since its founding, Goodwill's retail locations serve a dual purpose: Sales fund mission-based workforce development programs as well as divert usable goods from landfills. Like this artwork, Goodwill Southern California promotes sustainability for people and the planet.

"The artwork and its collaborators truly embody our mission of transformation and second chance," said Patrick McClenahan, Goodwill SoCal's President and CEO. "Hosting this exhibit at our Community Enrichment Center makes the art accessible to all. We invite you to experience the beautiful juxtaposition of creativity, sustainability, and doing good for our community."

## **FABRICS**

Presented by **Goodwill Southern California**

What: Goodwill SoCal Pop-Up Art Exhibit

When: Tuesday, February 15th, 2022 12:00 PM – Media Preview

Public Opening: Thursday, February 17th, 2022 – Saturday, February 19th, 2022 – 10 AM - 9PM /

Sunday, February 20th, 2022 – 10 AM - 7PM

Where: Goodwill Southern California Community Enrichment Center

3150 N. San Fernando Road, Los Angeles, CA 90065 (Atwater Village, just s. of Glendale). Free parking.

Featuring: Darren “DRx” Romanelli, Spencer Lewis, James Fautleroy and The American Sewing Guild in partnership with Better World Fragrance House

The artists will describe their creative process at the opening and are available for interviews upon request. The event will also feature a special live performance by James Fautleroy. The capsule clothing collection created by Darren “DRx” Romanelli will be available for sale in the store, as well as collectibles hand-sourced by DRx from Goodwill SoCal’s inventory.

For press / media inquiries regarding Goodwill SoCal please contact Marla Eby, Goodwill SoCal Director of Marketing, [meby@goodwillsoocal.org](mailto:meby@goodwillsoocal.org) or call 323-246-3620.

### **About Goodwill Southern California**

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 80 stores and 20 attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, each year GSC diverts more than 100 million pounds of reusable or recyclable goods from landfills. Follow us on social media - @GoodwillSoCal. For more information, visit [www.goodwillsoocal.org](http://www.goodwillsoocal.org). Goodwill is GOOD for everyone!

### **About Darren “DRx” Romanelli**

Darren “DRx” Romanelli is a Los Angeles-based creative multi-hyphenate and founder of the award-winning agency Epidemic, formerly known as StreetVirus. Over the last 20 years, Romanelli has been instrumental in bridging the gap between art, culture, and commerce in ways that have revolutionized the way artists and brands collaborate to create moments that inspire and create an impact on a global scale. Unique in his positioning at these intersections of culture, Romanelli has expertly navigated collaborations between Fortune 100 companies and museum-level artists in ways that have amplified each project leaving the whole much greater than the sum of its parts.

**About Spencer Lewis**

Spencer Lewis was born in 1979 in Hartford, CT. He received his BFA from the Rhode Island School of Design in 2001 and his MFA from the University of California, Los Angeles, in 2008. His work has been the subject of numerous solo exhibits, including at Harper’s, New York and East Hampton (2021, 2020, 2019, 2017); Nino Mier Gallery, Los Angeles (2016); and Edward Cella, Los Angeles (2014). His paintings have been included in recent group exhibits at Kathryn Brennan Gallery, Los Angeles; Over the Influence, Los Angeles; LTD, Los Angeles; No Gallery, Los Angeles; Lowell Ryan Projects, Los Angeles; The Pit, Glendale, CA; Harper’s Books, East Hampton, NY; and Brennan and Griffin, New York; among others. Lewis lives and works in Los Angeles.

**About James Fauntleroy:**

Four-time Grammy winner James Fauntleroy is perhaps best known for co-writing Bruno Mars' Grammy-winning album “24K Magic,” including the 10 times platinum “That’s What I Like”; nine Chris Brown songs; 25 Justin Timberlake songs; 12 Rihanna songs, five Beyonce songs; and "On The Run" with Jay-Z. He has also been featured on songs with Drake, Big Sean, Kendrick Lamar, J. Cole, Nas, Travis Scott, ASAP Rocky and more.

**About ASGLA**

The Los Angeles Chapter of the American Sewing Guild serves Los Angeles and Ventura counties. It is part of the national nonprofit American Sewing Guild, which exists to advance sewing as an art and life skill. The organization has many neighborhood groups that meet to sew and learn together. In addition, ASGLA gives back through its community service projects.

**About Better World Fragrance House (BWFH)**

Established in 2021, BWFH began with the signature scent Carby Musk – a soy blend candle that contains notes of soft floral, amber, and marine connotations with Trail Air technology. The brand has since released five additional scents. The collection evokes emotion, passion, and direction – Signature scents include Williamsburg Sleepover, Sweeter Tings, Good Thoughts, and Muskoka. The idea behind the fragrances and the brand is improving your immediate surrounding through scent – make your immediate world better – whether that’s a studio or your home. The mantra extends beyond scent. BWFH believes they can collaborate with artists and to improve spaces through an artful approach. The brand will roll out programs to foster emerging creatives using Better World’s platform to amplify art. After all, art makes a better world.

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