

For immediate release

WEXNER CENTER INTRODUCES GENWEX

FIRST EVENT IS NOVEMBER 28, FEATURING PETE SCANTLAND AND JENI BRITTON

The Wexner Center announces the formation of **GenWex**, a new young patrons group created to engage more people in the contemporary arts by offering both social and educational opportunities. On Wednesday, **November 28** at 5:30 pm, GenWex will present **Upstarts**, its first event. For this inaugural celebration, GenWex will offer up a lively evening of art, chatter, and cocktails with two of Columbus' most successful young entrepreneurs: **Pete Scantland** (Orange Barrel Media) and **Jeni Britton** (Jeni's Splendid Ice Creams). Scantland and Britton will discuss their careers and involvement with the Wexner Center. Also on deck: a Wexner Center DJ spinning tunes all evening, a cash bar (first drink of the evening is on the Center), hors d'oeuvres, and gallery tours of the Wexner Center's current exhibition *William Wegman: Funney/Strange*. The event is free, and RSVPs are encouraged (to be sent to rsvp@wexarts.org).

Loosely structured and developed by a cross-departmental group at the Wexner Center, GenWex hopes to present robust, challenging, provocative, and diverse offerings to those who participate. With plans in the works for event-specific "warm-up" parties (in the mold of the Center's recent parties before the Wilco and Feist concerts), debates, lectures, specialized building and gallery tours, and more, GenWex is latest initiative to foster greater involvement among the people of Columbus and the Wexner Center at The Ohio State University.

Contact Erik Pepple at 614 688-3261 or epepple@wexarts.org for more information.

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