



## Women's Nonprofit Pen + Brush Taps ArtLeadHER Founder as Newest Visual Arts Curator

**New York, New York** - [Pen + Brush](#) is proud to announce that [ArtLeadHER](#) founder Mashonda Tifre is joining as the newest visual arts curator for this venerable arts institution. Tifre's relentless work promoting and supporting female artists is directly in line with the mission of Pen + Brush, making her the perfect addition to the organization's roster of visual arts curators.

**PEN + BRUSH** For over 122 years, Pen + Brush has been dedicated to promoting the work of women in the literary and visual arts. Tifre joins ten other Pen + Brush curators who rotate in and out of the review process to ensure that the pool of selected work reflects current perspectives and multiple points of view. By creating a vetting system comprised of a wide variety of outside art professionals, Pen + Brush works with industry influencers to review work created by women, making selections based solely on merit for public presentation through P+B's exhibitions.



Tifre launched ArtLeadHER in March 2016 as a dynamic platform to celebrate and bring awareness to the women creating, curating and thriving in the male-dominated art world. Like Pen + Brush, she works with contemporary artists who produce a wide range of works that differ in scale, approach and mediums. They include figurative, photography, abstract portraiture, sculpture and street art.

"Through ArtLeadHER, Mashonda provides female artists with a channel for acknowledgment and appreciation," says Janice Sands, Executive Director at Pen + Brush. "Her celebration of women's art will serve as a true asset to our shared mission, and we're thrilled at

the opportunity to work together."

Tifre is a graduate of the prestigious Christie's Education, New York and London. For the past two years, she has studied art and the art market with programs focused on Modern and Contemporary Art and the Market and Art, Law and Business. She continues to work persistently through ArtLeadHER to promote and support female artists across the globe. In the past year alone, Tifre has scouted more than 35 artists worldwide and is committed to continuing the growth of the platform and the community of female artists it supports.\*\*\*

### About Pen and Brush:

For more than 122 years, Pen + Brush has been dedicated to promoting the work of women in the literary and visual arts. Pen + Brush provides a platform to showcase the work of professional emerging and mid-career female artists and writers to a broader audience with the ultimate goal of effecting real change within the marketplace. At Pen + Brush, we believe that art and literature created by women deserves to be recognized and valued on its merit – not judged by the gender of the maker. Learn more at: [www.penandbrush.org](http://www.penandbrush.org)

### About ArtLeadHER:

ArtLeadHER provides marketing support, exhibition placement, social media exposure, artists residencies and mentorship opportunities. By pairing new and underexposed female artists with their established contemporaries, artists are given the opportunity to learn, collaborate, and grow in a community of like-minded women. Learn more at: [www.artleadher.com](http://www.artleadher.com)