



FOR IMMEDIATE RELEASE

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Midtown Crossing Welcomes New Art Gallery and Studio

Omaha, Neb. – Midtown Crossing is pleased to announce the addition of an art gallery and working studio to its distinctive mix of offerings. Peerless (www.wearepeerless.com) is a husband-and-wife venture, a brand new outlet for creativity at Omaha's boldest and most progressive urban development.

"We're really excited," said Daphne Eck Coppock. "For a while now, we've been wanting to have a work site where we could gather more people together for projects."

Daphne and husband Caleb live in Midtown Omaha and currently work out of their home, balancing commercial freelance work (writing and art design for Daphne, design and animation for Caleb) with their passion for art. Caleb earned a BFA in sculpture and new media from the Minneapolis College of Art and Design in 2007.

"I've been doing a lot of encaustic painting which is a wax and resin process and focusing on a lot of aerial and macro-imagery. A lot of the themes that both Daphne and I are drawn to are poetic instances, overlooked places and overlooked perspectives, whether it's looking for patterns or blips or glitches. That's kind of what our angle is," said Caleb. (Check out his virtual portfolio at www.calebcoppock.com.)

Peerless is expected to open its doors early next month. A multi-purpose space, it will serve as the Coppock's office, a gallery and studio, a place where people can "watch the work unfold," said Daphne who frequently collaborates with Caleb. Bethany Kalk, an

artist and friend of the couple, will serve as gallery curator.

"We're going to have a series of shows coming through every month, local artists primarily but then mixing it up with other national and international artists," said Daphne.

Peerless's first scheduled event is set for June 18, an exhibit by Nebraska native Chad Rutter.

The Coppocks describe the path that led them to Midtown Crossing as "fate-guided," "an amazing whirlwind." It started when Clayton Chapman, owner and executive chef of Midtown Crossing's The Grey Plume, commissioned Caleb to do a painting for the restaurant. The piece caught the eye of Midtown Crossing management.

"We've been looking to add an art component to the development, and I loved what Caleb did for Clayton at The Grey Plume," said Molly Skold, marketing director for East Campus Realty LLC, the Mutual of Omaha subsidiary that owns Midtown Crossing.

So, she made a phone call.

"We're just so glad Caleb and Daphne accepted our invitation to explore a space here at Midtown Crossing. This is a great way for us to support local art while expanding our diverse palette of offerings even more," said Skold.

The Coppocks said the timing of the invite couldn't have been better.

"We were, for the past 3-4 years, really carving out this concept of a space that could serve as a project work site and a place that could host collaborations and discussions and work sharing. We were thinking about renting a building. This whole opportunity is exactly what we've been waiting for," said Caleb.

"It all happened really quickly, and we felt like we were in a place where we could respond to it," added Daphne.

Peerless is located just west of Blanc Burgers + Bottles near 32nd & Farnam St.

"We have a great view of Turner Park," said Daphne. "We are thrilled to be at Midtown Crossing. We're really excited about events like Jazz on the Green and the Outdoor Market, just being able to be present for all of that activity."

Midtown Crossing is urban living redefined, the fastest-selling condominium community in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010).

Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing

boasts 225,000-square-feet of unsurpassed dining, diversion and retail as well as nearly 500 condominium and apartment units, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

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