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**For Immediate Release:**

## **PASADENA OPENS ITS DOORS WITH A WEEKEND OF CULTURE FOR ART LOVERS EVERYWHERE**

Pasadena, Calif. – (October 2007)– Get ready for three days filled to the brim with the best in live music, contemporary art, cultural exhibitions and hands-on activities during Pasadena ArtWeekend, Friday-Saturday-Sunday, October 12-13-14, 2007. This eclectic citywide festival features more than 40 exhibitions, performances and cultural activities united by a mission to combine quality productions with easy accessibility. All Pasadena ArtWeekend activities are free and open to the public.

This unique cultural festival includes numerous locations throughout Pasadena, from nationally acclaimed recording artists performing in courtyards, alleys and street corners in Old Pasadena, to the tree-lined streets in the Playhouse District overflowing with attendees at a neighborhood ArtWalk. Thousands of art lovers are expected to attend these and other events, which bring together top-notch artists, unite nationally recognized cultural institutions and connect diverse communities with family friendly programs.

Major cultural institutions will open their doors for free during ArtNight (Friday, October 12), residents will take to the streets for the Latino History parade and jamaica (Saturday, October 13), and art aficionados will be able to browse two major outdoor exhibitions, ArtWalk (Saturday, October 13) and One Colorado's ArtMarket (Sunday, October 14). Music lovers will gather for numerous outdoor music performances showcasing new and emerging talent in cooperation with KCRW Presents (Sunday, October 14.) In all, attendees will experience a panoply of fine arts, cultural heritage, dance, music and live theater – along with the companionship of fellow art adventurers in a delightful urban setting filled with amazing architecture, bustling street life and unparalleled shopping and dining.

For more information on **Pasadena ArtWeekend** feel free to visit [www.pasadenaartweekend.com](http://www.pasadenaartweekend.com) for a full list of events and activities. The major components of Pasadena ArtWeekend are as follows:

### **ArtNight, Friday, October 12 -- 6 pm to 10 pm**

Pasadena's cultural institutions will open their doors for free during ArtNight Pasadena, offering the public a rich sampling of quality art, artifacts and music within the city.

Collaborating venues for this semi-annual event, with free shuttle service, are Armory Center for the Arts, Armory Northwest, Williamson Gallery of Art Center College of Design, Light Bringer Project at the Castle Green, One Colorado, Pasadena City College, Pasadena Conservatory of Music, Pasadena Museum of California Art, Pasadena Museum of History, Pasadena Jazz institute, Pasadena Public Library -

Central Library, Pasadena Playhouse, and Pasadena Symphony at the Civic Auditorium, among others.

ArtNight is an multi-year partnership among many cultural institutions and the Cultural Affairs Division of the City of Pasadena offered every October and March. The event is sponsored by the Pasadena Arts & Culture Commission.

**ArtWalk, Saturday, October 13 – 11 am to 5pm**

Art installations, ice sculpting, pastry design, stand-up comedy and “the coffee lady” are the non-traditional art forms to be featured in this year’s ArtWalk event, along with juried art for sale by painters, photographers and sculptors living, working or exhibiting in Pasadena.

Joining us by special invitation are legendary Chicana artists' Margaret Garcia and Patssi Valdez, plus a guest appearance by Stanley Wilson, Pasadena contemporary artist. Other highlights are a Huntington Botanical Gardens photography exhibit and reception with Donald Rogers at Vroman's Art in the Stairwell.

In addition, a tribute to the written and spoken word will be featured at the Vroman’s outdoor stage showcasing a beat-bopping, inspiring poetry slam, author readings by Robert Winters and Michael Walker, and a rock comedic performance by the Ice House’s very own Mark Eddie.

The main stage on El Molino Avenue will feature live music, and performance groups that will entertain attendees. Plus the *Pacific Asia Museum* and *Pasadena Museum of California Art* will offer free admission for the day, and District galleries will welcome visitors to their ongoing exhibits.

**ArtHeritage, Saturday, October 13 – 11 am to 4 pm**

The 9th annual Latino History parade and jamaica will showcase the strong cultural and historical roots of Latinos and will be filled with experiences from 1960-1969!! The theme of the event is The Signs of the Times. This day of living history welcomes all -- bridging communities and generations, sharing the arts, culture, heritage and history of Pasadena and the San Gabriel Valley.

The parade route begins at Los Robles Avenue (north of Washington Boulevard) and ends at La Pintoresca Park (corner of Washington and Fair Oaks Avenue.) Enjoy free entertainment, arts and crafts workshops, and information booths and buy cool crafts and groovy food!

**ArtMarket at One Colorado, Sunday, October 14 – 10 am to 5 pm**

Old Pasadena's most popular fine arts market focuses exclusively on work by students, faculty and alumni from Art Center College of Design and Pasadena City College.

It's a great opportunity to find innovative productions by emerging artists, illustrators, ceramicists, and the next generation of environmental and industrial designers experimenting with different media. And, any purchases benefit 100% the artists and students directly.

The Art Market occurs in the alleys and Courtyard at One Colorado.

**Art Performance, Sunday, October 14 – 11 am to 6 pm**

Old Pasadena Management District and 89.9 KCRW present ArtPerformance, a showcase of free eclectic music ranging from new and emerging artists to nationally recognized talent. Performances will take place on multiple stages throughout Old Pasadena. Spanning genres and musical tastes, ArtPerformance offers something for everyone. A perfect complement to One Colorado's ArtMarket, music lovers are invited to enjoy such artists as Jessie Baylin, Cambodian pop-rock sensation Dengue Fever, Culver City Dub Collective, Ceci Bastida, French chanteuse and songwriter Jessica Fichot, Sara Lov of Devics, Tijuanos, and the LA Music Academy.

Art Weekend is a three-day event that includes ArtNight, ArtWalk, ArtHeritage, ArtMart, and ArtPerformance. ArtWeekend is a joint venture with the City of Pasadena Cultural Affairs with the Arts & Culture Commission, Pasadena Convention Center & Visitors Bureau, One Colorado, Playhouse District Association, Old Pasadena Management District and Culture Pasadena.