

For Immediate Release
March 2015

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ART ALLIANCE AUSTIN ANNOUNCES EVENT UPDATES FOR ART CITY AUSTIN HAPPENING APRIL 25 AND 26

Art Alliance Austin is proud to announce new contemporary art area, music lineup, event sponsors and more for Austin's second oldest outdoor festival

(AUSTIN, TEXAS – March 2015, source: Juice Consulting) - Art Alliance Austin is proud to announce event updates for the **65th Annual Art City Austin** taking place on **Saturday, April 25** from **10 a.m. to 8 p.m.** and **Sunday, April 26** from **11 a.m. to 6 p.m.** in downtown Austin. The festival, which is the second oldest outdoor festival in Austin, will take place on **Cesar Chavez Street** between Guadalupe and Lamar. Tickets for each day will be **\$10 per person**. Children under 12 and Art Alliance Austin Members get into the event for free. Art City Austin One Day Collector Lounge Pass is \$75 and includes access to the **Terry McDaniel & Company Collectors Lounge** where complimentary bites and drinks will be served. The Collectors Lounge and premium parking are available both days for free for Art Alliance Austin Collectors Circle Members. Tickets are available online as well as at the door. For more information and advance ticket sales, please see www.artallianceaustin.org.

Media sponsors for the event include: **Texas Monthly, KUT 90.5 / KUTX 98.9, The Austin Music Experience, Time Warner Cable News, The Austin Chronicle, 93.3 KGSR FM, Austin Monthly, TRIBEZA, do512.com** and **do512 family**.

Art City Austin is the culmination of a national jury selection process that selects the best 125 artists from across the country and around the world to exhibit and sell their work in April of each year. This year the festival brings back many of our award winning artists from past years as well as attracting exciting and fresh new talent. A full list of exhibiting artists, complete with images of artwork and links to artists' websites, is available on the Art City webpage. Art City is Austin's biggest art marketplace and the best place to build a collection, add to an existing one, or even just see some great art and meet the artists themselves.

New this year, Art City Austin will feature a curated Austin-focused contemporary art area: the **Austin Art Pavilion presented by Tito's Handmade Vodka**. The pavilion will feature work produced by regional artists and is curated by local experts including Thao Votang and Brian

Willey of **Tiny Park Gallery**, Rebecca Marino of **Pump Project**, Troy Campa of **Camiba Art**, Sean Gaulager, Chris Whiteburch and Austin Nelsen of **Co-Lab** and Rachel Stephens of **Wally Workman Gallery**.

This year's music lineup will play on the **Black Fret Music Stage Presented by KUTX 98.9**, which will be located at the west end of the festival. The lineup will include a number of 2014 Black Fret grant recipients and nominees including **Elias Haslanger & Church on Monday, Elizabeth McQueen, Graham Wilkinson, Amy Cook, Jonny Gray, Lincoln Durham, Jitterbug Vipers, East Cameron Folkcore** and **Erin Ivey**. Other acts will include 2015 grant nominees and will be announced in the coming weeks. Black Fret is a music nonprofit that is built upon the principle that popular local music, like the symphony and opera, is worthy of community support.

"Art City brings the community together to celebrate Austin's vibrant creative culture in a singular celebration," said **Asa Hursh, Executive Director of Art Alliance Austin**. "This year's goal is to integrate more local artists into this marketplace and offer a diverse array of work from the consumable to the challenging. This has the potential to benefit everyone by making the entire marketplace more vibrant with new types of work, attracting new audiences and further integrating the festival into the Austin art community."

The festival features local food trailers, craft beer and cocktails and interactive projects for kids of all ages, making this an event for the whole family. The project is supported in part by the Cultural Arts Division of the **City of Austin Economic Development Department, David Frank Design, Jackson Walker LLP**, the **Texas Commission on the Arts** and the **Downtown Austin Alliance**. This year's event is co-chaired by **Jimmy Navarro** and **Steve Maddox**. Both have been involved in Art City for a number of years and now serve on the Art Alliance board of directors as well. The history of Art City Austin began on the grounds of the Laguna Gloria Art Museum circa 1950 with the popular festival known as "Fiesta." The festival has since moved downtown and changed its name, yet it remains an authentic Austin tradition that celebrates the community through the arts.

In addition to Art City Austin, Art Alliance Austin produces or underwrites several events during the year such as the Art Night series, PechaKucha Nights and the Downtown Holiday Stroll in partnership with the Downtown Austin Alliance. This year, **Art Night Austin's** spring event has changed dates from February to **Friday, May 8** in order to coincide with Big Medium's West Austin Studio Tour. The next Pecha Kucha Night, #22, will be held on Wednesday, May 13 at the Austin Beerworks Brewery. In February, Art Alliance Austin, in partnership with the City of Austin's Art in Public Places, launched a citywide interactive art project Hello Lamp Post. The project is included as an official art project of SXSW.

Art Alliance Austin exists to broaden and strengthen Austin's art community by producing a diverse series of cultural experiences that bring together artists, art buyers, collectors and the public. Since 1956, the community-focused nonprofit has cultivated opportunities that directly support the region's most promising visual artists, curators and arts organizations. Art Alliance Austin programs and partnerships now engage more than 100,000 people annually and produce an estimated \$2.5 million in annual economic impact. For more information and advance ticket sales, please see www.artallianceaustin.org.

MEDIA NOTE:

For media credentials or media sponsorship opportunities around this year's Art City Austin, or for interview requests or other press inquiries, please contact the team at Juice Consulting:

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