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Media Contact:
Heather Wagner Reed
heather@juiceconsulting.com
713 208 3891



art alliance austin

ART ALLIANCE AUSTIN ANNOUNCES ITS SIXTH ANNUAL ART NIGHT EAST ON FRIDAY, NOV. 14

Official preview of the EAST Austin Studio tour to highlight a variety of unique art spaces and offer education, engagement and fun. Tickets on sale Oct. 1

(AUSTIN, TEXAS – September 2014; source: Juice Consulting) – Art Alliance Austin is proud to announce the date for this year’s **Art Night EAST** taking place on **Friday, Nov. 14** from **7 p.m. to 11 p.m.** Art Night EAST is the **official VIP preview** of the **East Austin Studio Tour**. This is the sixth collaboration in this series between Art Alliance Austin and Big Medium and demonstrates both organizations’ commitment to collectively support the Austin art scene. Tickets for **Art Night EAST** are **\$55** per person and can be purchased as of Oct. 1 at: www.artallianceaustin.org. Ticket price includes shuttle service and complimentary small bites and drinks. An “unofficial after party” offering drink specials will take place at **The White Horse** immediately following the event.

“Our goal is to highlight some of the most interesting spaces on the EAST Austin Studio Tour each year and encourage collectors and art lovers to join us for a highly curated - and fun - evening,” said **Asa Hursh, Executive Director, Austin Art Alliance**. “This year, we want to increase our participant’s education and engagement in the art. We want everyone to walk away from Art Night EAST having learned about those who greatly contribute to Austin’s art scene, and get to mingle with them as well.”

Art Alliance Austin will be featuring four east Austin arts spaces along the tour: **Big Medium, MASS Gallery, grayDUCK, and Co-Lab Projects**. Each stop will include a brief introduction to the gallery director, exhibiting artist, or curator of the space - allowing patrons to learn more about east Austin art

- more -

and engage with this vibrant part of the community. Tickets buyers have the option of selecting at which venue they begin and end the night, and each group will have a dedicated bus taking them throughout the tour. Small bites will be provided by new east Austin stand-outs **Launderette** and **Sa-Ten**, as well as established east Austin favorites **Eden East**, **Hillside Farmacy**, and **Mettle**, and more. Art Alliance is pleased to offer fine wine selections courtesy of **The Winebow Group** as a part of a nearly decade-long sponsorship by **Republic National Distribution Company**. Represented wineries include: **Zardetoo**, **Kriss Heart**, **Stella**, **Leyda** and **Librandi**. **Dripping Springs Vodka and Gin** will offer craft cocktails throughout the evening. And local craft beer maker **Austin Beerworks** will be on hand along with a selection of **Corona Brands**.

Established in 1956, Art Alliance Austin's mission to engage people with great art by supporting Austin's most promising visual artists and arts organizations to build a vibrant, informed community. The Austin-focused nonprofit promotes and funds visual art by commissioning art works and producing a diverse series of cultural experiences that bring artists, art buyers, collectors, and the public together while generating economic benefit for the entire city. Art Alliance Austin produces the city's second oldest outdoor festival, Art City Austin, the largest art marketplace in central Texas, as well as 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.

"The Art Alliance has been a steward of the Austin art community for decades and, in recent years, a great partner with Big Medium and the East Austin Studio Tour," said **Shea Little, Executive Director of Big Medium**. "Art Alliance has helped us reach new audiences and expand our programming, and we cherish this partnership and the many more the Art Alliance has made with other artists and art organizations."

The Art Alliance is currently working on many events over the coming months including PechaKucha on Thursday, Oct. 23, Art Night EAST on Friday, Nov. 14, the Downtown Holiday Stroll in partnership with the Downtown Austin Alliance on Saturday, Dec. 6, and next year, Art City Austin taking place on Saturday, April 25 and Sunday, April 26 in downtown Austin on Cesar Chavez, near the Seaholm redevelopment project.

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, please see www.artallianceaustin.org.

MEDIA NOTE:

For media credentials to the above event, for interview requests or other press inquiries, please contact the team at Juice Consulting:

Heather Wagner Reed
713 208 3891
heather@juiceconsulting.com

Amber LaFrance
469 877 1533
amber@juiceconsulting.net