



BIG MEDIUM ANNOUNCES DATES FOR THE 2014 EAST AUSTIN STUDIO TOUR

400 local artists to participate in Austin's beloved annual art event this Nov. 15-16 and 22-23 in over 100 east side locations; Date for highly-anticipated annual fundraiser 'Big Medium Presents DUE EAST!' set for Nov. 6

(AUSTIN, TEXAS – September 2014; source: Juice Consulting) – **Big Medium** is proud to announce the dates of the 13th annual **East Austin Studio Tour** taking place on **Nov. 15-16** and **22-23** from **11 a.m. to 6 p.m.** each weekend. EAST is a free, annual, self-guided art event occurring over two weekends in November, providing the public with an opportunity to meet the makers: the local artists and artisans who leave a lasting imprint on Austin's vibrant, dynamic culture. Tour-goers are invited to discover new artistic talent, see working studios, learn about artists' tools, techniques, and inspirations, and explore unique spaces and local businesses.

Big Medium will kick off the two weekends of EAST with its highly-anticipated fall fundraiser **Big Medium Presents DUE EAST!**, a group show taking place on **Thursday, Nov. 6** from **6 to 9 p.m.** at a local venue to be announced. The event will feature a selection of works from participating EAST artists as well as live music, food and bites. Tickets to the event are **\$50** in advance and **\$65** at the door. This is the first time to see and purchase selected works from EAST and tickets can be purchased in advance starting **Sept. 25** at www.bigmedium.org.

This year's event is sponsored by **Tito's Handmade Vodka**, **Zipcar**, the **Blanton Museum of Art**, **Whole Foods Market**, **Austin B-cycle** and **Austin Eastciders**. Community Partners include the **Austin Public Library**, **Capital View Arts** and the **Art Alliance Austin**, who is hosting their annual event **Art Night EAST** on **Friday, Nov. 14** from **7 to 11 p.m.** This event is the official EAST preview featuring multiple-spaces, bites and drinks.

"The vision behind the East Austin Studio Tour began 12 years ago with a few artists wanting to celebrate the creative vitality of Austin's east side," said **Shea Little, Executive Director of Big Medium**. "The growth we have experienced over the years with the event has been exponential, and the enthusiasm of the Austin community for what is happening on the east side is inspiring."

Special programming around EAST will include a **Zipcar Art Car Contest** for any interested 2014 EAST participants offering a cash prize of **\$500**. The winner's original artwork will be revealed at the *Big Medium Presents DUE EAST!* event Nov. 6 and featured on a Zipcar for the duration of EAST. **Austin B-cycle** will be offering branded bikes and will host a **B-social ride** for up to 50 riders to selected art galleries mid-week between the two EAST weekends. The final portion of the ride will feature a live art display of artists working on branded bikes. The bikes will remain in circulation in Austin until Jan. 1, 2015. More details on these events will be announced at www.bigmedium.org.

"As a proud Austin company, we are honored to be a part of one of the most creative and exciting cultural institutions in our city," said **Nicole Portwood, VP Brand Marketing, Tito's Handmade Vodka**. "We are extremely delighted to be an official sponsor of EAST this year and look forward to many years ahead of community partnership with Big Medium."

Big Medium—originally Bolm Studios—was founded by east Austin artists **Shea Little, Jana Swec,** and **Joseph Phillips** in 2002. The group realized that a myriad of artists favored the cultural flavor and low rents of the east side to house their artistry, and the area was home to numerous artists' studios. Few Austin art patrons or the general public ventured east of I-35 to visit these studios or commune with these artists, so Bolm Studios sought to introduce these artists to the public and the public to these artists. So one weekend in fall 2003, 28 studios opened their doors and the public flooded in.

"The art community came together to make EAST an Austin tradition," said **Shea Little**. "In fall 2013, 426 artists showcased their work and studio spaces to over 15,000 visitors during the two weekends of EAST... and it just keeps growing."

EAST is now divided into four participant categories: **Artists & Studios, Exhibitions, Happenings,** and **Select Events**. Artists & Studios and Exhibitions are free to the public and open on the weekends of EAST. Happenings are also free, occurring on the weekends of the tour with varying hours. Though EAST is free to attend, there will be Select Events that take place throughout the tour and may require an entry fee. EAST will encompass over 100 locations showcasing the work of over 400 artists. The boundaries of EAST are east of Interstate 35, west of U.S. Route 183, south of U.S. Highway 290, and north of Ladybird Lake / Colorado River.

To promote, serve as a guide, and commemorate the tour, Big Medium produces the **East Austin Studio Tour Catalog**: a free, full-color book that serves as both an invaluable reference of the art community and a beautifully designed collector's piece. Production is limited, but patrons can get a copy at any Austin Public Library before the tour and on select tour locations.

About Big Medium:

Big Medium is a non-profit 501(c)(3) organization dedicated to supporting and promoting contemporary art in Texas. Big Medium produces the **East Austin Studio Tour**, the **West Austin Studio Tour**, and the **Texas Biennial**. Big Medium also exhibits innovative contemporary work in all media throughout the year, provides affordable studio space to artists, and partners with various arts organizations in Texas to help foster the arts and facilitate an inclusive cultural dialogue between artists and their communities. Incorporated in 2007, Big Medium has risen to become synonymous with cultural taste-making and programmatic excellence. Big Medium was founded by and largely

employs artists from different creative disciplines, so several tastes are accounted for in reviewing artist submissions to be featured in Big Medium's galleries or in its public programming. The products of Big Medium's programming, its catalogs, have become local collectors' items—well-designed, durable and aesthetically pleasing, the catalogs serve as coffee table books in many homes of the Austin art patron. Big Medium is funded and supported in part by a grant from the **Texas Commission on the Arts** and in part by the **City of Austin Economic Development Department / Cultural Arts Division** believing an investment in the Arts is an investment in Austin's future.

For more information on Big Medium, please see www.bigmedium.org. For more information on the East Austin Studio Tour, please see www.eastaustinstudiotour.org. In addition to the catalog, detailed 2014 EAST information will be featured on this mobile site: www.m.eastaustinstudiotour.org.

MEDIA NOTE:

For media credentials for **Big Medium Presents DUE EAST!** on **Nov. 6** or any of the EAST Austin Studio Tour events, and for general media inquires, interview requests or coverage, please contact the team at Juice Consulting:

Heather Wagner Reed
713 208 3891
heather@juiceconsulting.com

Amber LaFrance
469 877 1533
amber@juiceconsulting.com



DUE EAST!



EAST day tours

Are you excited about the East Austin Studio Tour, but daunted by the number of artists and not sure where to start?

Art Alliance Austin is pleased to announce a handful of guided day tours of EAST. Join a limited-capacity tour led by some of Austin's most knowledgeable and active arts leaders, introducing you to some of our city's most exciting artists. Here is an overview of the details:

- Select your studio tour guide
- \$30 per person
- Each tour will have a 20 ticket maximum and 10 ticket minimum
- Transportation not provided
- Refreshments provided along tour



Troy Campa,
Saturday, November 15th,
1pm – 5:30pm

[Click here for details and to secure your tickets.](#)

**The
Contemporary
Austin**

Heather Pesanti,
Saturday, November 15th,
2pm - 6pm

[Click here for details and to secure your tickets.](#)



Brian Willey,
Sunday, November 16th,
1pm - 5:30pm

[Click here for details and to secure your tickets.](#)