

For Immediate Release
April 2014

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ART CITY AUSTIN TO TAKE PLACE THIS WEEKEND

Austin's second oldest outdoor festival will offer multidisciplinary art, a stellar music lineup, interactive children's area and green initiatives

(AUSTIN, TEXAS – April 2014; source: Juice Consulting) – **Art City Austin** is taking place this weekend, **Saturday, April 12** from **10 a.m. to 8 p.m.** and **Sunday, April 13** from **11 a.m. to 6 p.m.** in downtown Austin on **Cesar Chavez Street** between Guadalupe and Lamar. Art City Austin is a juried art fair featuring 124 local and national artists working in a variety of mediums. This year's event will also feature a stellar, two-day music lineup including celebrated local artists such as **Nakia, Elizabeth McQueen, Emily Bell, The Rocketboys, Erin Ivey, Danny Malone, Possessed by Paul James, Mobley** and **Grace London** among others on a day stage presented by **KUTX Music 98.9, The Austin Music Experience**. The festival will also offer an Interactive Children's Area, local food trailers, Pacifico, Shiner Bock and micro brews by Infamous Beer, a well-shaded site plan, salsa dancers, and street performers including musicians, magicians, acrobats, jugglers, aerial artists and living statues. For more information and advance ticket sales, see www.artallianceaustin.org.

Art City Austin is presented by the **Art Alliance Austin** and event sponsors include **The City of Austin Cultural Arts Division, Downtown Austin Alliance, AMLI, Bury, Silicon Labs, Capital Metro, Hangar 1 Vodka, Richard's Rainwater** and **Cushman & Wakefield | Oxford Commercial**. Media sponsors for event are **KUT News 90.5 & KUTX Music 98.9, 93.3 KGSR, The Austin Chronicle, Texas Monthly, Austin Monthly, Mix 94.7, KMFA Classical 89.5, Arts & Culture Magazine, TRIBEZA, CultureMap** and **do512.com**.

Tickets for Saturday will be **\$12 per person** and Sunday will be **\$10 per person**. **Children under 12, Art Alliance Austin Members** and **Art Alliance Austin Collector's Badge Holders**, and **Blanton Museum Members** get in the event for free. Day pass tickets purchased online before Friday April, 11 receive a \$2 discount. Weekend passes can also be purchased online for \$15. VIP day passes with access to a VIP lounge are also on sale. An **Art City Austin One Day VIP Pass** is \$50 and

includes access to the VIP lounge where complimentary bites and drinks will be served. The VIP lounge and premium parking are available both days for free for Art Alliance Austin Collectors Badge Holders. All tickets purchased online for the event can be picked up at **Will Call** in the Art Alliance Austin Info Booth at City Hall Plaza, and entry gates and bike valets for the festival will be located at both Lamar and Guadalupe.

Parking for the event will be available at **One Texas Center (505 Barton Springs Road)** for \$5, which is one block from a Capital Metro stop at South 1st and Barton Springs Road (where patrons can be dropped off at Lavaca Street and 2nd Street). Other parking will be available in various downtown locations.

Art City Austin encourages eco-friendly transportation by offering discounted tickets to patrons that arrive via Capital Metro and bicycle. **Cap Metro card holders** (including one-day, seven-day or monthly cards) and **bike riders** parking at the bike valet all get into the event for **half price**. Art City Austin will also provide compost and recycling collection of trash produced at the event.

This year's event is co-chaired by **Kim A. Eckert** and **Jimmy Navarro**. Both Eckert and Navarro have a long history with Art City Austin. Eckert began her work with the organization 28 years ago in 1986, serving in countless roles such as Board Member, Board Chair and Art City Austin Chair from 2004 to 2006. Navarro has been involved with Art City Austin since 2006 as a key vendor and volunteer.

"I am so excited to be a part of Art City Austin again this year because I have an amazing dream team that includes Jimmy Navarro, Asa Hursh and Wendy Prindle who are spending countless hours ensuring we have the best Art City Austin ever," said **Kim Eckert**. "It has been an honor and a pleasure to help engage people with a variety of art by supporting Austin's most promising visual artists and arts organizations and build a vibrant, informed community."

"Art City Austin is always a treat in bringing some of the best and amazing artists in the country to our beautiful city," said **Jimmy Navarro**. "This year will be extra special with a recharged children activities area and a killer music lineup!"

The daily music schedule will be as follows:

Saturday, April 12:

12:30 p.m. Mobley

2:00 p.m. Grace London

3:30 p.m. Danny Malone

5:00 p.m. Erin Ivey

6:30 p.m. Nakia

Sunday, April 13:

11:30 a.m. Possessed by Paul James

1:00 p.m. Emily Bell

2:30 p.m. The Rocketboys

4:00 p.m. Elizabeth McQueen

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. Part art festival, part block party, Art City Austin features an outdoor art fair of nationally recognized artists. The festival brings the community together block party-style to celebrate Austin’s vibrant creative culture in one of the most lively and beautiful areas of downtown along Austin’s Cesar Chavez Street and 2ND Street District.

This year’s Art City Austin will also feature an **Interactive Children's Area** offering art projects for the young at heart to do, play and explore. Participants will enter into a world where conventional art is not only made, it's re-imagined. The Interactive Children's Area will have booths where youth can not only create African Sunsets, Tissue Paper Stained Glass Windows, masks, and more, but they can be walking art with airbrushed faces and bodies. They can even take photos in costumes from a plethora of eras and cultures. These are just a few of the booths to explore at the Art City Austin's Interactive Children’s area. The festival will also feature a student pop-up gallery from Austin High.

In coordination with the **Austin Busker Project**, this year’s Art City Austin will also have two stages for street performers who will perform throughout the day for applause and tips. These stages, known as “pitches” in the busker idiom, will be located both inside and outside the festival grounds. The Austin Busker Project will be producing each pitch and selecting performers both locally and nationally known.

For 64 years, **Art Alliance Austin** has been dedicated to engaging people with art to create community benefit ensuring art and creativity have a place at the core of Austin’s identity. Ranging from festivals and events to commissioning site-specific public art projects, Art Alliance Austin’s mission of engaging people with great art enlists artists at the forefront of regeneration and community development. This directive has evolved since the organization’s founders boldly accepted responsibility for the stewardship of Laguna Gloria in 1956. Today, the organization honors this commitment with a focus on the activation of Austin’s urban core. 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:

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