

2012

**CHALK
THE
BLOCK**

PRESS KIT



ARTIST PHOTOS + BIOS



Artist : Architects of Air (United Kingdom)
Installation : Mirazozo Luminarium

The artist collective, Architects of Air, install monumental inflatable sculpture known as luminaria. Luminarium are large enough for people to enter and walk through for a sensory experience within the cavity of the sculpture. Visitors who experience a luminarium are often moved to a sense of wonder at the beauty of light and color and are excited to discover how different colors blend or resonate altering the visual world.

Since 1992, Architects of Air, have had over 500 exhibitions in 38 countries across 5 continents. Over 2 million visitors to the luminaria have immersed themselves in the spectacular, luminous world of Architects of Air. No two visits to a structure are alike as the atmosphere inside alters according to changing weather and changing light outside. The experience is also affected by how the public inhabits the luminarium.



Artist : Matthew Geller (Manhattan)
Installation : Woozy Blossom

Matthew Geller's outdoor sculpture, *Woozy Blossom*, is a sixteen-foot-high perforated steel tree that produces a continuous fog, inviting visitors to be engulfed in its mist and revel in its cool, moist air. The fog is in a constant state of flux, sensitive to the slightest changes in wind, temperature, and humidity.

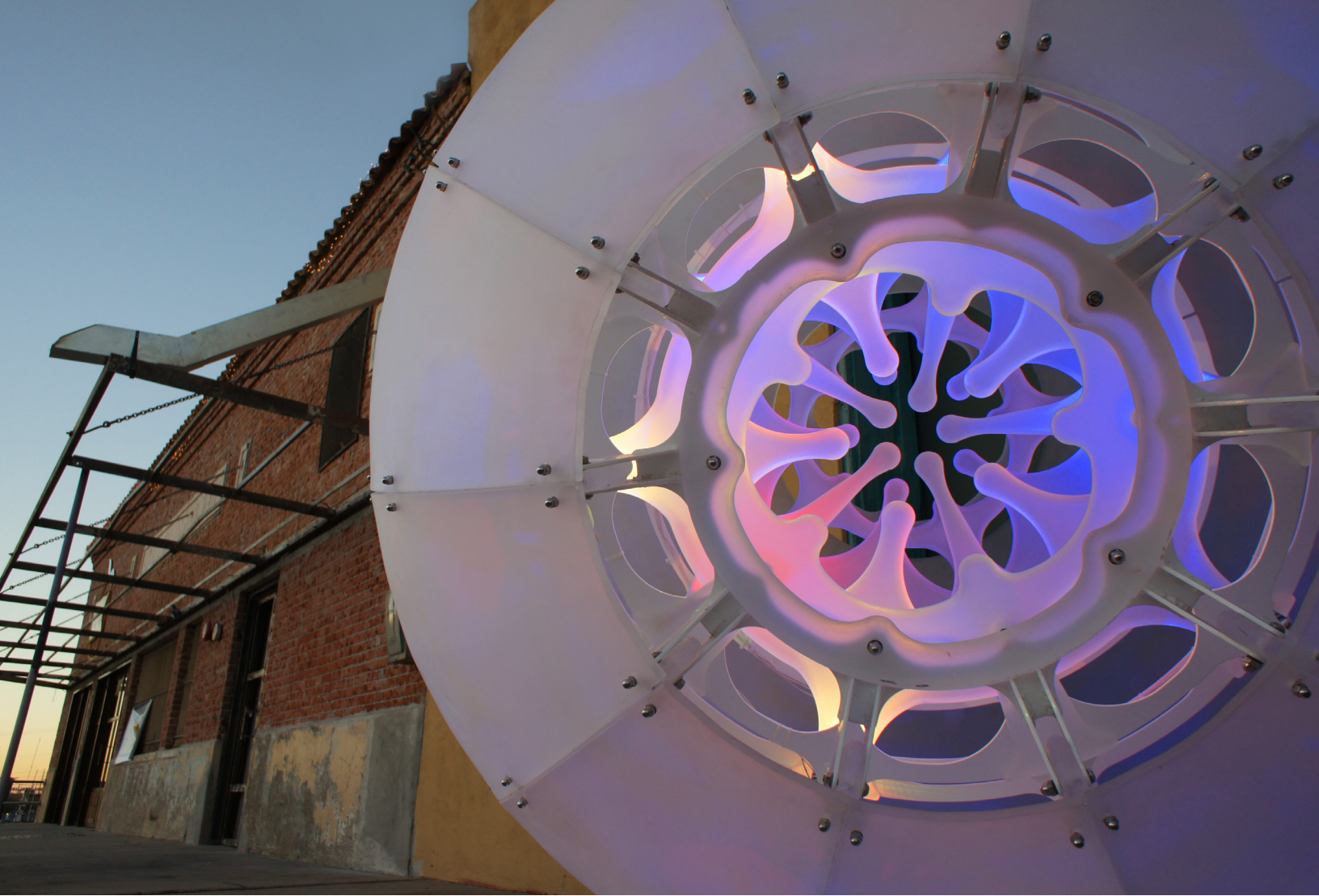
Geller sets out to engage the public and foster a sense of community with his outdoor experiential sculpture and fog installations. The works are playful, accessible, and very often unexpected. By using disparate elements including everything from mist, to swings, to showers, to wind-powered elements in surprising and interactive ways, his work aims to disarm and enchant, which encourages engagement with the work and among viewers themselves. Notably, Geller's work is in the permanent collections of the Whitney Museum of American Art, and the Museum of Modern Art in New York City.



Artist : **Wise Fool (Santa Fe)**
Installation : **Flexion**

Wise Fool combines the art forms of circus performance and puppetry, to mixing visual and performing arts through colorful costumes, graceful acrobatic skills, and storytelling. This unique combination draws in audience members of all ages and walks of life to a Wise Fool performance.

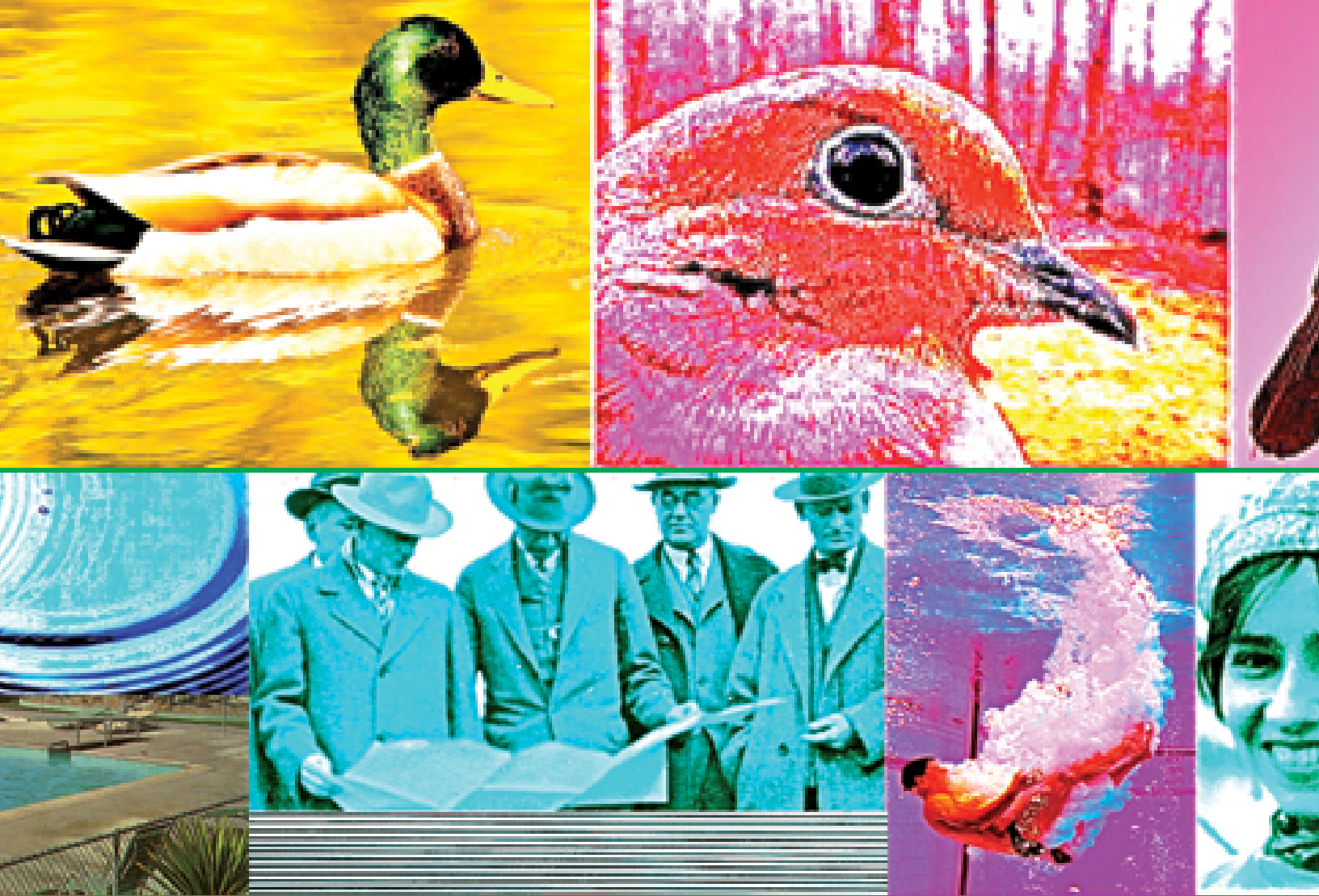
Chalk the Block will feature Wise Fool's "Flexion" performance which features five acrobats on stilts rolling into backbends, splits and a myriad of sculptural forms which literally stretch one's perception of the human body. Strutting and dancing, suspended and flying, their pincer-like metal legs slice the air as they spin and swim like fencers in a sea, barely missing each other in their fervent exploration of their metal home.



Artist : Creative Machines (Tucson)
Installation : Seed Pod

Creative Machines artwork, *Seedpods*, is an interactive public art piece inspired by primitive plant and animal life forms. Visitors interact with the larger than life biomorphic sculptures through a touch-sensitive lighting design.

The mission of Creative Machines is to create objects and environments that encourage creativity, support social interaction, and inspire self-confidence. Creative Machines exhibits invite visitors to walk up and try something even if they don't know what will happen. The exhibit rewards the initial trust offered by the visitor and offers them significant freedom to create and explore.



Artist : Adrian Esparza (El Paso)
Installation : Weaving Wall

For *Weaving Wall*, artist Adrian Esparza, incorporates images that the artist dissects into strips to be woven together through a chain-link fence to form a site specific work in the Downtown Arts District. The result is one unique composition of several images that include vintage photographs of downtown El Paso selected from the Otis A. Aultman Photo Collection from the Border Heritage Center at the Main Library, intertwined with contemporary images of El Paso collected from recent tourism banners, combined through the practice of weaving. The process is collective, as the artist provides the material and site, and participants over the course of Chalk the Block are invited to perform the weaving and ultimately form the final composition for *Weaving Wall*.

Esparza was selected as an artist in residency at Artpace San Antonio. Additionally, his work was included in the Istanbul Biennial, as well as exhibitions in Berlin and Lucerne.

The image features a hand-drawn sketch of a bicycle on a textured, grey concrete background. The sketch is composed of dark grey, slightly irregular lines, giving it a rough, artistic feel. A prominent yellow banner with a slight 3D effect is positioned horizontally across the middle of the bicycle's frame. The banner contains the text 'CTB5 LOGO + VIGNETTES' in a bold, white, sans-serif font. The overall composition is centered and occupies most of the frame.

CTB5 LOGO + VIGNETTES







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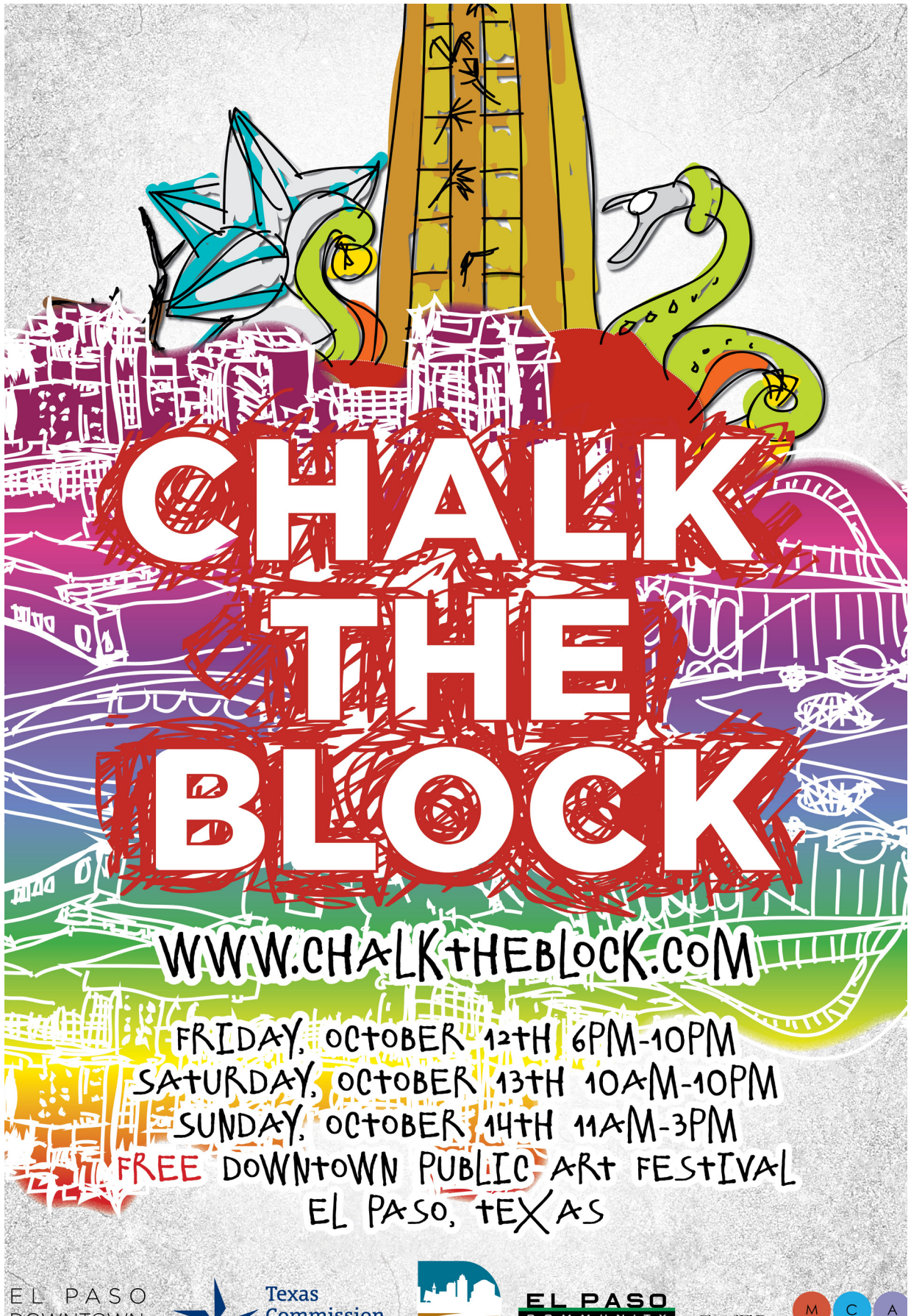
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GALLERY
CRAWL

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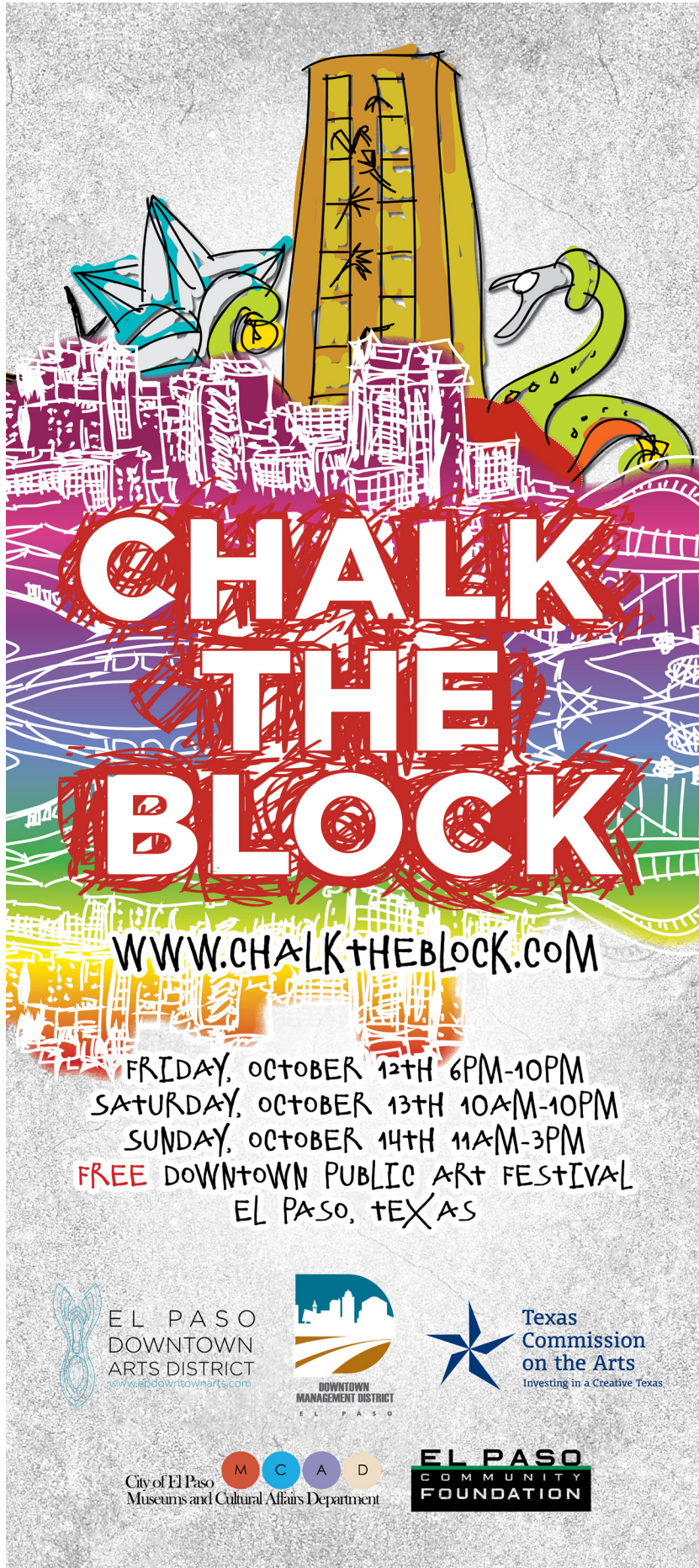
WWW.CHALKTHEBLOCK.COM

FRIDAY, OCTOBER 12TH 6PM-10PM

SATURDAY, OCTOBER 13TH 10AM-10PM

SUNDAY, OCTOBER 14TH 11AM-3PM

FREE DOWNTOWN PUBLIC ART FESTIVAL
EL PASO, TEXAS



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City of El Paso
Museums and Cultural Affairs Department





PRESS RELEASE

Dedicated to Outstanding Customer Service for a Better Community

S E R V I C E S O L U T I O N S S U C C E S S



Museums & Cultural Affairs Department
MEDIA ALERT

For Immediate Release: October 2, 2012

Subject: Chalk the Block – Public Art Festival – Press Kit Available

Contact: Juli Lozano, Public Affairs, 541-4010 or 472-1949 or
Kaycee Olsen, Downtown Arts District Coordinator/MCAD PIO 541-4280 office, or
504-3395 cell, olsenkl@elpasotexas.gov

Fifth Annual
CHALK THE BLOCK
Public Art Festival
FREE admission

October 12 -14, 2012
October 12th 6pm-12am
October 13th 10am-10pm
October 14th 11am-3pm

www.chalktheblock.com

El Paso, TX – The City of El Paso Museums and Cultural Affairs Department (MCAD) and the El Paso Community Foundation will host the fifth annual Chalk the Block public art festival to be held October 12 -14, 2012 in the El Paso Downtown Arts District. Chalk the Block is centered around 40+ chalk art murals created on site in downtown (Arts Festival Plaza, Cleveland Square Park, and San Jacinto Plaza) during the course of the festival.

Additionally, organizers have programmed several Pop-Up Galleries in vacant downtown storefronts. An opening night Pop-Up Gallery Crawl will take place on Friday, October 12th from 7 – 10 pm. The Pop-Up Gallery Crawl is made possible by the generous support of Mack Massey Fiat.

ABOUT THE EVENT

Attended by over 30,000 El Pasoans and tourists annually, Chalk the Block exhibits original works of art as part of a 3-day long festival including art vendors, food vendors and more. Featured highlights include sidewalk chalk art, performances by nationally-renowned aerial acrobatic troupe, Wise Fool, from Santa Fe, NM.; monumental inflatable sculpture known as the *Mirazozo Luminaria* by British artists Architects of Air; an interactive sculpture installation called *Seed Pod*, by Tucson artist collective Creative Machines;

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outdoor sculpture, *Woozy Blossom*, by Manhattan artist, Matthew Geller (included in the permanent collections at the Museum of Modern Art in New York City and the Whitney Museum of American Art); and lastly, local artist, Adrian Esparza (recognized exhibitions at the Istanbul Biennial, Berlin and Lucerne), creates an interactive site-specific installation, titled *Weaving Wall*, composed of images from the Otis A. Aultman Historic Photography Archives.

MACK MASSEY FIAT POP-UP GALLERY CRAWL Additionally, with the support of Mack Massey Fiat, and in partnership with The Downtown Management District, a Pop-Up Gallery Crawl will take place throughout vacant storefronts in the Downtown Arts District, adjacent to the Chalk the Block footprint. The Gallery Crawl is comprised of local and regional curators and artists.

The Gallery Crawl will open on Friday, October 12th from 7 – 10 pm and galleries will remain open during Chalk the Block festival hours.

Participating Artist Organizers:

Gerstheimer, (UTEP Exhibitions Practice 1 & 2)

Terri & Kim Bauer, Drawing & Printmaking

Maintain Collective, Mixed Media

Ray Parish, Sculpture

Albert Wong, Graphic Design

Rachelle Thiewes, Metals

Anne Giangiulio, Graphic Design

Francisco Delgado, Painting

KIDS PROGRAMMING

Kids Zone is programmed by Jungle Jaks and includes hands on art activities, face painting for children, and a community chalking area where artists of all ages can create their own murals. Providence Children's Hospital is generously supporting the community chalking area near Kids Zone, where artists of all ages can unleash their creative spirit on an open downtown street in the Chalk the Block footprint.

DAILY PROGRAMMING

On Friday, October 12th at 6:00pm, event attendees can witness showcase chalk artists get a head start on their masterpieces, tour the Mack Massey Fiat Gallery Crawl exhibits, plus witness a street-art performance by Wise Fool, from 7:00-7:45 pm, and a *Flexion* performance from 9:00-9:30 pm between Mesa and Oregon Street. Also, Architects of Air opens *Mirazozo Luminarium* at

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Cleveland Square Park. Friday night will wrap up with the Chalk the Block kick off Dance Party featuring the DJ collective *Souldies* on the top floor of the Mills Plaza Garage from 10:00pm – 12:00am. Additionally, between 8:30 pm – midnight, there is an observation lounge on the top of Mills Plaza Garage before the Dance Party, where beer and alcohol sales will take place with the support of the Sun City Pride Association.

The excitement continues with full programming on Saturday, October 13th from 10:00am-10:00pm. The festival concludes on Sunday, October 14th from 11:00am-3:00pm.

VENDORS

Food and Art vendors will be part of the event on Saturday, October 13th from 10:00am – 10:00pm and Sunday, October 14th from 11:00am to 3:00pm.

MILITARY FAMILY SHUTTLE SERVICE

Fort Bliss Division of Family, Morale, Welfare & Recreation is offering shuttle service for military families on Saturday and Sunday from 10:00 am – 5:00 pm, pick ups are every 30 minutes. Pick up and drop off between the Fort Bliss YouthPlex, building 195 and the Camino Real Hotel.

SPONSORS

Chalk the Block would like to thank the following sponsors: Texas Commission on the Arts, El Paso Community Foundation, Mack Massey Fiat, W. Silver Recycling Inc., Joe Nebhan, George R. Dipp Companies, Louis and Miriam Rosenbaum, UTEP, Jungle Jaks, Mills Plaza Properties L.P, Downtown Management District, El Paso Convention and Performing Arts Center, El Paso Electric, El Paso Zoo, Fort Bliss Division of Family, Morale, Welfare & Recreation, Hunt Family Foundation, Providence Children's Hospital, Fallas Paredes, El Paso Parks & Recreation, Sun Metro, and Sun City Pride Association.

Complete Press Kit, Logos and Artist photos available on www.chalktheblock.com

For more information, call Kaycee Olsen @ 541-4280 or 504-395, olsenkl@elpasotexas.gov

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**Chalk the Block 2012
Event Schedule**

Friday October 12

Event Hours: 6pm-12am

6-10pm

Showcase chalk artists begin at Arts Festival Plaza

Mack Massey Fiat Pop-Up Gallery Crawl

7:00 – 9:00pm

Architects of Air “Mirazozo Luminarium”

Open from 6-10pm

Wise Fool “Flexion” Street Art Performance

7:00-7:45pm Street Art Performance Set

9:00- 9:30pm Flexion Performance

**Roof Top Observation Lounge and Bar - Top Floor of Mills Plaza Parking
Garage**

8:30 pm - midnight

**Roof Top Dance Party/ Beer Garden -Top Floor of Mills Plaza Parking
Garage**

10:00pm- 12:00am

DJ collective Souldies – Cult Heros (D Rex & Phantom/LNSC), Old Rough & Ready, Dairy Aire and DJ Maggot Brain

Saturday October 13

Event Hours: 10am- 10pm

All chalk artists working on sidewalk art

10:00am – 2:00pm – All showcase chalk artist are at work on site.

Architects of Air “Mirazozo Luminarium”

Open from 10am-10pm

Wise Fool “Flexion”

11:00am - 11:30am – Street Art Performance set

1:30pm – 2:00pm - Street Art Performance set

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3:30pm – 4:00pm – Street Art Performance set
5:00pm – 5:30pm – Street Art Performance set
7:30pm – 8:00pm – Flexion Performance
9:15pm – 9:45pm – Flexion performance

Band Schedule

Oussa Brazilian Jazz Trio: 10am – 12pm

The Vibe: 12pm – 2pm

Attaks: 2pm – 4pm

L.I.G.R.E.: 4pm – 6pm

Royalty: 6pm - 8pm

Mariachi El Bronx: 8pm – 10pm

Lynx Exhibits Family Chalk Art Contest

Off Site at Lynx Exhibits (300 W. San Antonio Ave.)

10:00am – 4:00pm

Sunday October 14

Event Hours: 11am- 3pm

Final viewing of completed chalk art murals

DJ Set at San Jacinto Plaza

By DJ Fresco

11am- 3pm

Architects of Air “Mirazozo Luminarium”

Open from 11am-5pm

Wise Fool “Flexion” Street Art Performance

11:30am – 12:00pm – Street Art Performance set

12:30pm – 1:00pm – Street Art Performance set

2:15pm – 2:45pm – Flexion Performance

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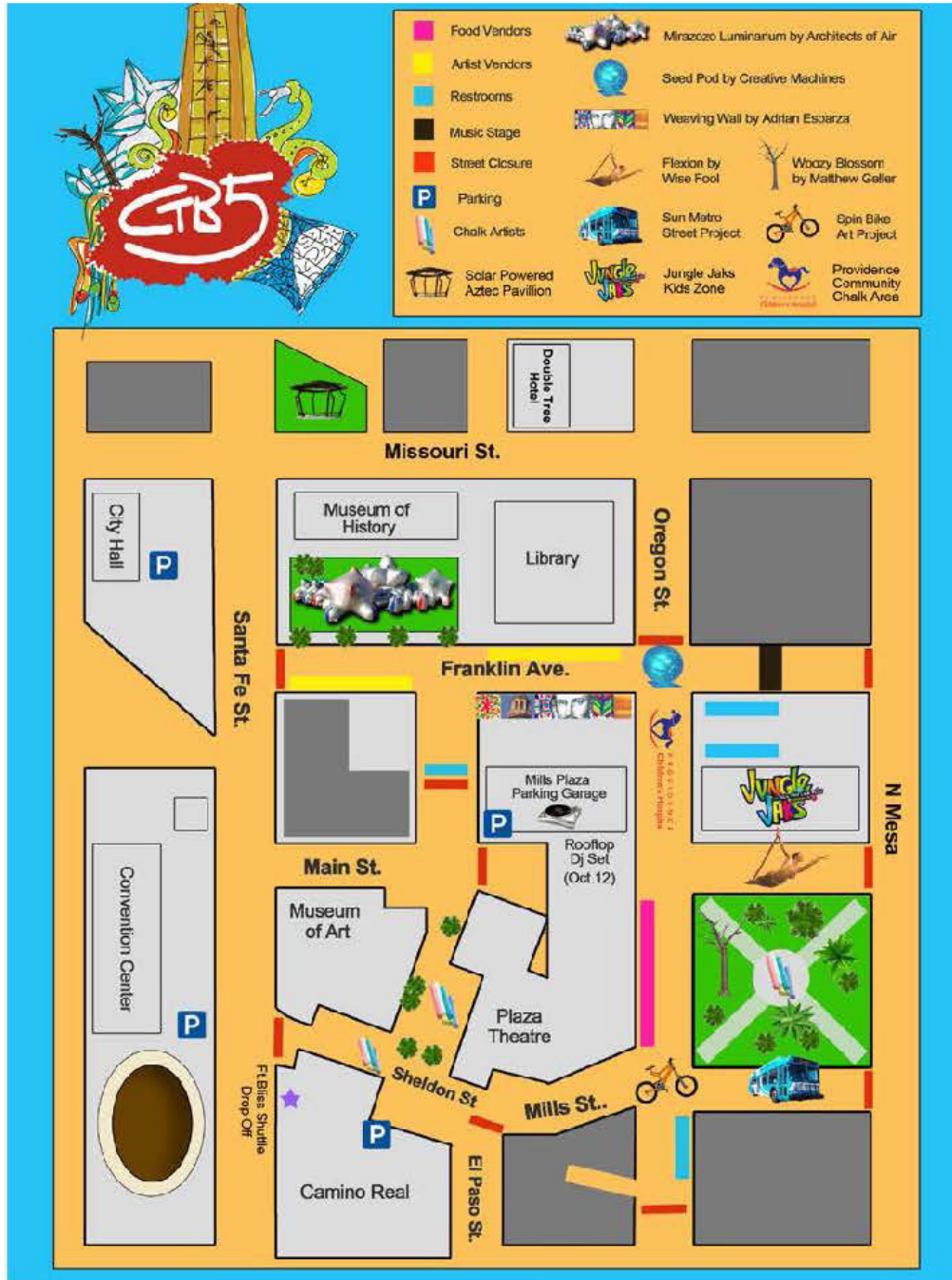
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Q & A TALKING POINTS

How long has CTB been organized and what was the original reasoning behind this signature event in downtown?

CTB is in its 5th year. Originally, MCAD was approached by a private sector group to collaborate on an arts festival that would activate downtown and provide opportunities for local artists and visiting artists. This partnership has been very helpful in fundraising for the event to keep it going.

How many visitors, vendors, and artists did you have last year? What do you expect this year in terms of participation and overall attendance?

In 2011, there were over 30,000 people in attendance, with over 200 artists, chalk artists, vendors and performance artists participating. This year for CTB5 we are expecting about 35,000 in attendance with the largest art installations to date in the festival's history.

Any new additions or special events to look out for this year?

Every year, we work hard to change the program so there are always several never-before-seen art installations and performances happening. This year, we have the largest installations MCAD has ever programmed. Additionally, this year will feature an art installation that is designed through crowd-sourcing. This opportunity will be announced online in September.

What are the most popular, "can't miss" events of CTB this year?

The definite "can't miss" parts are the pop-up galleries during the Gallery Crawl happening on Friday, October 12. After the Gallery Crawl is a roof top DJ concert at the top of the Mills Building parking structure on Friday night. Another definite "can't miss" is the Mirazozo Luminarium, a large scale sculpture installation taking over Cleveland Square. Plus the over 40 chalk artists creating unique works downtown.

How can artists and/or vendors get involved in CTB?

Artist and vendors are able to apply by September 10th online at <http://www.elpasotexas.gov/mcad/>

If there was a wish list to make CTB even larger and even more popular, what would that be?

In a perfect world, we would like additional support from the community and local businesses and for everyone to spread the word and bring their friends along to the event.

Anything else you would like to add?

Chalk the Block is FREE. CTB has received several awards for excellence and has been recognized by both the Texas Downtown Association and the International Downtown Association. It's important to note the incredible economic impact Chalk the Block has for downtown businesses. Last year, over \$875,000 in economic impact was generated to local businesses during the festival weekend.

CHALK THE BLOCK

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2:15pm – 2:45pm – Flexion Performance

The background is a textured, grey concrete surface with several cracks. In the center, there is a chalk drawing of a cityscape with various buildings and a dome. Overlaid on this is a dark silhouette of a person wearing large, wrap-around sunglasses. A bright orange banner with a ribbon-like shape is positioned across the middle of the image, containing the text.

**PAST CHALK ART AND
EVENT PICTURES FROM 2011**





	Food Vendors		Mirazozo Luminarium by Architects of Air
	Artist Vendors		Seed Pod by Creative Machines
	Restrooms		Weaving Wall by Adrian Esparza
	Music Stage		Flexion by Wise Fool
	Street Closure		Woozy Blossom by Matthew Geller
	Parking		Sun Metro Street Project
	Chalk Artists		Spin Bike Art Project
	Solar Powered Aztec Pavillion		Jungle Jaks Kids Zone
			Providence Community Chalk Area

