



PRESS RELEASE

Dedicated to Outstanding Customer Service for a Better Community

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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 Giangliulo, 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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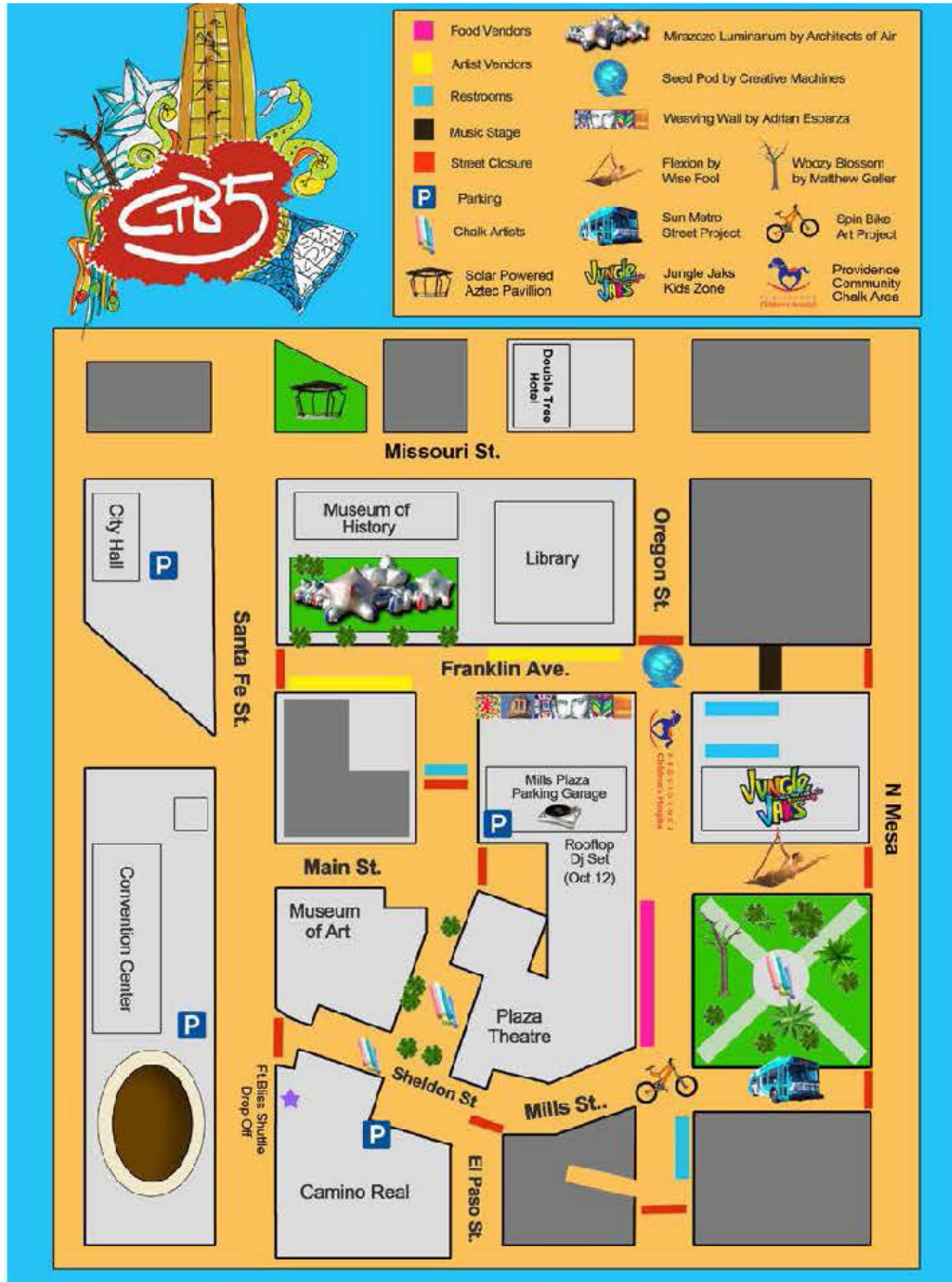
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