



## MONTHLY ART WALK REFRESHED WITH ADDED PROGRAMMING AND PARTNERSHIPS

***Concerts and Pop-Up Arts Market Increase Opportunities to Experience Something Creative***

SAN DIEGO, March 22, 2019 — For nearly 10 years, San Diego residents and visitors have made ARTS DISTRICT Liberty Station their destination for arts and culture every first Friday, thanks to a community open house called Friday Night Liberty — a fun, fresh, free arts experience.

With the remarkable growth of the ARTS DISTRICT since 2009, and with much more in the DISTRICT for arts lovers to wander, experience and enjoy, event producers at the NTC Foundation are hitting the reset button with a new name and new expanded format.

Beginning on April 5, the event that *San Diego Magazine* calls the “Best FREE Art Event” will be renamed **FIRST FRIDAY ARTS DISTRICT** and expanded with additional activities and more programming from community partners for a more energized arts experience. In addition, NTC Foundation is launching a new grant program that will help groups throughout the San Diego region bring their innovative art and performances to the ARTS DISTRICT.

“When we started in 2009, the ARTS DISTRICT had seven completed buildings,” said Andrew Waltz, NTC Foundation Associate Director of Marketing & Communications. “Ten years later we’ve grown to 45 renovated buildings filled with over 120 art galleries, artist studios, museums, cafés, a food market and much more. The new name reflects our new approach to this signature event and puts the focus on the arts, the community and the visitor experience. Now, the **FIRST FRIDAY ARTS DISTRICT** name says when it is and where it is!”

The April 5 FIRST FRIDAY will feature the LeVieux Labyrinth in Barracks 15/16 Plaza, San Diego Ballet performing *Poetry in Motion!*, Malashock Dance Company excerpts in Barracks 17 Plaza, Uchidashi Japanese-style jewelry demo in Anneville Jewelry Lab and much more.

Launching on June 7, FIRST FRIDAY will be supersized each quarter as **FIRST FRIDAY ARTS DISTRICT ((amplified))** with live concerts, a craft Beer Garden and a Pop-Up Market so attendees can experience even more creative activities for the mind, heart, soul and stomach.

Scheduled for June 7, September 6 and December 6 in 2019, these bigger and expanded FIRST FRIDAYS will cap the evening with the highly successful **Liberty Station Concerts**. For the third year, ARTS DISTRICT is partnering with **Beer, Food and Music** to present leading local bands in fully produced outdoor concerts on the grassy North Promenade. June’s **FIRST FRIDAY ((amplified))** will feature **New Reveille**, listed by *Rolling Stone* as one of the “10 New Country Artists You Need to Know: August 2018.” This five-piece band has been described as “twangy, truck-driving music that runs on classical gas.”



"By incorporating our successful concert series into **FIRST FRIDAY (((amplified)))**, we are creating a more robust and exciting evening that will also appeal to San Diego's young art lovers," said Waltz. "The addition of a Beer Garden featuring Stone Brewing and other craft brewers at the quarterly (((amplified))) events is sure to enhance the experience," he added. Proceeds will support the NTC Foundation's Liberty School arts education program for at-risk youth.

Another (((amplified))) enhancement is a new **Pop-Up Market**, presented in partnership with **The Local Bazaar**, a local duo known for creating curated markets, offering an eclectic mix of local fashion and handmade and vintage gifts. Their highly successful Holiday Market has been held at Liberty Station since 2016 and has drawn thousands of shoppers and art-seekers. Their team will help activate the outdoor spaces with a curated selection of vendors, artisans and creative activities.

Jodie Alonso, co-founder of The Local Bazaar with Jade Spalding, said, "We showcase top local makers as well as emerging new talents to create a unique mix of jewelry designers, candle makers, vintage, local boutiques, fashion and art. Liberty Station is the perfect location. Mixing in live demonstrations and mini-workshops, we create a family-friendly local community event that attracts people of all ages."

**FIRST FRIDAY** is a program of the not-for-profit NTC Foundation and funded by grants from the City of San Diego Commission for Arts & Culture, Rock Academy Liberty Station, KPBS, County of San Diego and the Arthur & Jeanette Pratt Memorial Fund.

#### **Upcoming 2019 FIRST FRIDAY Dates, 5-9 pm**

April 5

May 3

June 7, (((amplified))) Concert Featuring **New Reveille** with Opening Act **Nena Anderson**

July 5

August 2

September 6, (((amplified))) Concert Featuring **B-Side Players & Shane Hall** with Opening Act **ORGŌNE**

October 4

November 1

December 6, (((amplified))) Concert Bands TBD

**FIRST FRIDAY Information at ARTSDISTRICTLibertyStation.com**

**FIRST FRIDAY**

#### **Grant Information**

<https://ntcfoundation.org/first-friday-grant/>