



# ARTS DISTRICT LIBERTY STATION

For Immediate Release

Toni Robin, [tr@trprsandiego.com](mailto:tr@trprsandiego.com)

Photos and video available upon request

## **FIRST FRIDAY (((amplified))) Kicks Off June 7 with Free Concert, Pop-Up Arts Market and More**

April 25, 2019 — San Diego — After 10 successful years as San Diego’s biggest free art walk, **FIRST FRIDAY ARTS DISTRICT** has been renamed and expanded with additional activities and programming from community partners for a more energized arts experience.

“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 145 organizations and businesses, including 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!”

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. For the third year, ARTS DISTRICT is partnering with **Beer, Food and Music** to present leading local bands in fully produced outdoor **Liberty Station 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 four-piece Americana band has been described as “twangy, truck-driving music that runs on classical gas.” *The New York Times* included its track “Babylon” in their Playlist column and said, “Appalachian melodies are at the core of New Reveille’s music, but there’s nothing old-fashioned about the perspective of its songs.”

Opening for New Reveille will be **Nena Anderson**. Nena’s blues-tinged Americana music and velvet voice is soulful and intimate, and her catchy melodies always leave audiences wanting more. San Diego’s best kept secret, Nena has earned 20 San Diego Music Award nominations (and a win) in the categories of Americana, Acoustic, Jazz, Tribute Band and New Artist.

The free concert begins **6:30 PM** on the North Promenade between Stone Brewing World Bistro and the vibrantly painted Greetings Tour mural. Guests are welcome to bring low-back chairs and blankets but should be ready to dance!



# ARTS DISTRICT LIBERTY STATION

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, and feature jewelry designers, candle makers, vintage retailers, local boutiques, fashion and art mixed with live demonstrations and mini-workshops.

## **June 7 FIRST FRIDAY Highlights**

**San Diego Dance Theater** performs at 5:30 PM and 6:30 PM at White Box Live Arts.

**DanzArts** performs by the pop-up market.

**Blue Pearl Art** - celebrate their one-year anniversary with flowers.

**Anneville Jewelry Lab** - stop by for live Japanese metalworking demos at 6, 7 and 8 PM.

**Martha Pace Swift Gallery's** new exhibit features **Stacie Birky Greene**.

**Shop Mingei** showcases a special trunk show with master textile artist **Sarah Myriam Winston**.

**San Diego School of Creative and Performing Arts** Senior Class Art Show.

***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 Pratt Memorial Fund.*

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

May 3

**June 7, ((amplified)) Concert Featuring New Reveille with Opening Act Nena Anderson, Concert begins at 6:30**

July 5

August 2

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

October 4

November 1

**December 6, ((amplified)) Concert Featuring Whitney Shay**

**FIRST FRIDAY Information at [ARTSDISTRICTLibertyStation.com](http://ARTSDISTRICTLibertyStation.com)**