

FOR IMMEDIATE RELEASE

JULY 10, 2018

IN AN EXPENSIVE FESTIVAL LANDSCAPE, OPEN ARTS & MUSIC FESTIVAL REMAINS A STRONGHOLD FOR FREE, QUALITY ENTERTAINMENT

GLENDALE, CA – JULY 10, 2018 – There has never been a more exciting time to see live music in SoCal, with an abundance of festivals happening throughout the year, but free festivals are harder to come by. This is why the Open Arts & Music Festival is proving to be a durable force, anchoring itself into a landscape where free access to the arts is no longer commonplace.

Presented by Glendale Arts in partnership with the Downtown Glendale Association, the free, family-friendly event will be held from 3 p.m. to 10 p.m. on Brand Blvd. in front of the historic Alex Theatre in the heart of Downtown Glendale. The festival takes place on September 15th and includes live music, an arts market, a craft beer garden, a kid's area, and public art installations.

"The Open Arts & Music Festival is free and family-friendly, and we consider this festival as a service to the community," said Elissa Glickman, CEO of Glendale Arts, the non-profit organization whose mission is to foster community engagement in the arts. "In a world where free access to the arts is hard to come by, we are committed to providing an inclusive space that reaches everyone."

Live Music

Live music sets will take place throughout the day, beginning at 3 p.m. and going into the night. The music performances are curated through the concert promotion company, Spaceland Presents. The lineup will be announced soon.

Arts Market

The festival also features an arts market which includes 40 booths for art vendors to display and sell their work. Art vendors highlight their process and engage with the community by presenting a demonstration or workshop, giving festival goers a hands-on understanding of the artist's process.

Beer Garden

Patrons of the Beer Garden will have a bird's eye view of the stage. The Beer Garden features local craft breweries: Frogtown Brewery, Simmzys Restaurant and Brewery, Pacific Plate Brewery, and Brewery Beer Company. More breweries are joining the

fray, with Eaglerock Brewery, Lincoln Beer Company, Henson Brewing Company, and Verdugo West Brewing Company also slated to attend.

Public Art

There will be temporary public art installations at the festival, the highlight of which will be a virtual reality installation called the Mood Machine. Presented by Standard Vision, this interactive project explores the human relationship with technology and the internet through four unique worlds. Created in collaboration with NYC-based digital artist Matthew Keff and sound design by Lewis Cancut. Other public arts installations include live painting, crosswalk decorating, and other arts-related interactive activities.

Kid Zone

The Kid Zone will be populated with all types of arts activities for children from ages 3 to teen. There will be a 28-foot climbing wall, crafts for the smaller set, theatre arts for ages 4-12, a DJ lab for teens, face painting by professional makeup artists (for all ages!) and robot engineering projects for pre-teens, to name but a few of the exiting activities in the Kid Zone.

About Glendale Arts

The mission of Glendale Arts is to integrate the arts into the identity, growth and economic vitality of the City of Glendale by presenting programming and creating partnerships that benefit youth, patrons, artists, organizations and businesses in the community and at the Alex Theatre.

Open Arts & Music Festival (openartsmusic.com) The Open Arts & Music Festival is free, all-ages, and open to the public, with live music performances curated by Spaceland Presents, an arts market with workshops, craft beer selections curated by Breweryard, temporary public art installations, and all-day activities for kids. We close the city block in front of the Alex Theatre, and welcome 8,000-10,000 people to enjoy live music and art for the day.

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