



FOR IMMEDIATE RELEASE

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FREE BUS TOURS OF 25 FRANKLIN BLVD. MURALS AND EXHIBITIONS AT THREE LOCAL SCHOOLS

Sacramento, CA—Two months ago 25 artists were selected, as part of a temporary public art project and artists-in-residence program presented by the North Franklin Blvd. Business Association and the Sacramento Metropolitan Arts Commission (SMAC), to paint murals on the facades of 22 businesses and 3 schools in the Franklin Blvd area. The project, titled Franklin Blvd. Urban Plein Air Project, can be seen via FREE BUS tours on NOVEMBER 14, 1:00 – 4:00 P.M. Guests on the bus tour will see the artwork, learn about the project from trained tour guides at each site and attend hosted receptions at each of the participating schools. Buses will travel to schools and selected artwork sites along the route.

The 25 murals depict various street scenes from the neighborhood. The paintings, and the unique perspective of the artists, are meant to be visible from a car in transit, but viewed more intimately at a pedestrian level. The project is meant to make neighborhoods visible and encourage dialogue and exchange about the neighborhood, community, the urban landscape, and how urban design can affect a community's fate.

Buses will leave every 10 minutes between the hours of 1:00 p.m. to 4:00 P.M. from the following three sites:

Bret Harte Elementary School: 2751 9th Ave.

Ethel Phillips Elementary School: 2930 21st Ave.

Maple Elementary School: 3301 37th Ave.

This free tour is being offered in partnership with the Sacramento Regional Transit District, North Franklin District Business Association and the Sacramento Metropolitan Arts Commission.

Program sponsors include: Regional Transit Tangent Gallery, participating businesses and property owners, Vice Mayor Lauren Hammond, County Supervisor Roger Dickenson, County Supervisor Jimmie Yee, Sacramento Housing and Redevelopment Agency (SHRA), Illa Colin and the Sacramento Unified School District.

PROJECT BACKGROUND:

For six months beginning September 12, 2009, the exterior of twenty-five buildings along North Franklin Blvd. in Sacramento will be graced with the work of regional artists in a temporary public art project sponsored by the North Franklin Blvd. Business District and organized by the Sacramento Metropolitan Arts Commission.

Titled, *The Franklin Blvd. Urban Plein Air Project*, the temporary public artwork is designed to make neighborhoods visible and encourage dialogue and exchange about neighborhood, community, the urban landscape, and how urban design can affect a community's fate.

The project has three components; temporary public art along the Blvd., an artists in schools program at three local schools, and a traditional exhibition at the neighborhood's Tangent Gallery.

The paintings, and the unique perspective of the artists, are meant to be visible from a car in transit, but viewed more intimately at a pedestrian level. They are purposefully restricted in size and at first glance seem to be more appropriate for a living room than the side of a building on a major Sacramento street. The paintings are meant to be temporary and could last from a few days (if struck by graffiti) or up to 10 years (if the people who do business and live in the neighborhood agree).

The mural project kicks off an artist residency program in 3 local schools, teaching 4th grade students' visual arts skills while they look again at the businesses, organizations, natural vistas and homes that comprise their Franklin Boulevard community. Students will view the plein air paintings to explore how art can communicate ideas and to identify what the artists were trying to reveal about their neighborhood. Artists will teach students to use visual arts to explore their community and to create their own vision for its future.

ARTISTS AND SITES:

1. Jim Marxen - ADR - 2500 Franklin Blvd.
2. Patris Miller - Panagaea Café - 2743 Franklin Blvd.
3. Hearne Pardee - Gunther's Ice Cream - 2801 Franklin Blvd.
4. Debra Hardesty - Tangent Gallery - 2900 Franklin Blvd.
5. Jeff Musser - Bud & Sons Furniture and Appliances - 2901 30th Street
6. Mark Bowles - Triple Exposure Studios -2998 Franklin Blvd.
7. Barbara Legacy - Diego's Hair Studio - 3011 Franklin Blvd.
8. Jeffrey DeVore - Bret Harte Elementary School - 2751 9th Ave.
9. Juanishi Orosco - Broadway Costumes - 3945 Franklin Blvd.
10. Jaime Montiel - Hi-Fashion Fabrics - 4106 Franklin Blvd.
11. John Pugh - El Regio Plazita Plaza - 4517 Franklin Blvd.
12. Andrew Patterson-Tutschka - Maria Louisa's Boutique - 4517 Franklin Blvd./ North Wall
13. David Peterson - Muffler Man - 4790 Franklin Blvd.
14. Stephanie Taylor - Unique T's & Graphics - 4717 Franklin Blvd.
15. Marie Dixon - Gala Formal Wear - 5002 Franklin Blvd.
16. Kenneth Spengler - Bob Leon Plastics - 5151 Franklin Blvd.
17. Dianne Mattar - New Home Building Supply - 5310 Franklin Blvd.
18. Joann Cochran - Franklin Center - 5383 Franklin Blvd.
19. Anthony Padilla - Jim Boys Tacos - 5551 Franklin Blvd.
20. Karen Dukes - Caballo Blanco - 5604 Franklin Blvd.
21. Nathan Myhre - International Tow Service - 5750 Franklin Blvd.
22. Juan Peña - St. Patrick's Thrift Store - 5960 Franklin Blvd.
23. Susan Recely, Bret Harte School (to be installed November 14 in conjunction with artist in schools program)
24. Kenneth Spengler, Ethel Phillips School (to be installed November 14 in conjunction with artist in schools program)
25. Andrew Patterson-Tutschka, Maple School (to be installed November 14 in conjunction with artist in schools program)

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