



WHAT'S NEW

Dates July 15-17, 2011

Description Artscape celebrates its 30th anniversary with exciting new features. Festival-goers should also make note of changes to the festival's lay-out.

Artscape – A Blast Since 1982!

America's largest free arts festival celebrates its 30th anniversary in style on Friday, July 15 at 9:45pm, with a special effects finale set to the Top 10 songs of 1982 – the year it all began. This festival-wide spectacle is produced by Baltimore's own Image Engineering. (NOTE: in case of inclement weather, this program will take place at 9:45pm on Saturday, July 16).

Artscape's 30th Anniversary Commemorative Poster

Can you believe it's been 30 years? Be a part of Artscape's historic anniversary by purchasing the official 2011 poster, featuring all 30 logos that have been featured by the festival.

Artscape.org

Artscape's website got an extreme makeover in celebration of the festival's 30th anniversary. The new design will wow users and simple navigation makes it easy to plan your visit – before and during Artscape. Be sure to check Artscape.org often for schedules, festival information and to join the conversation. (NOTE: the festival's printed program has been discontinued; however, the Artscape map will be inserted into the July 13 issue of *City Paper*).

Rabbit Hole

Step into the playful realm of the Rabbit Hole at Pearlstone Park, where nature, whimsy and art installations coexist in a surprising outdoor sculpture garden and fantasy environment. Don't miss "Wonderland Estates," an exhibition of miniature playhouses and the "Mini Prix" where kids can race pedal-powered art cars. Look for the monster picnic table and make sure the entire family soaks up the Rabbit Hole atmosphere (insiders' tip: with plenty of grass and trees, and a food court right across Cathedral Street - it's the best picnicking spot at Artscape).

1982

The 1980s are alive and well on the Charles Street Bridge with inspired art, installations, live music and totally 80s fashions. Stop by for an 80s make-over, learn some break dancing moves or belt out your favorite 80s power ballad with karaoke on the 1982 Stage! An amazing street art style presentation of vintage band flyers from the 80s will also be on exhibit.

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**Target Make It At Artscape – NEW LOCATION
Cohen Plaza (in front of MICA's Brown Center)**

It's a special place, just for children, and Artscape comes alive for younger festival-goers at the Target Make It At Artscape tent. This year's tent features a storytelling corner where children can relax and let their imagination take over. Mini workshops are also a part of this year's festivities: kids can create windsocks from beads, jewelry from buttons and musical instruments from household items. The crafts don't stop there; children will have the opportunity to create puppets and hats, along with an array of chalk, crayons, glue and markers to bring out their future artist at Artscape.

Gamescape

Video games are a blend of art and technology, but it's the art that is at the forefront. A stand-out component of last year's Betascape, the Gamescape arcade returns as its own exhibition inside MICA's Bunting building (Mount Royal Avenue and Lanvale streets). Come play games and meet the incredible local artists behind them, and enjoy a visual arts component new for 2011.

Charm City Hospitality – Food & Beverage Concessionaire

Maryland-based company Charm City Hospitality will be the exclusive food and beverage concessionaire for Artscape 2011. Offering a new and more sustainable approach to Artscape's food operation, CCH is sure to satisfy the festival's hungry crowd. Some new features include: stand signage created by local artists, a ramped up "green" effort, food trucks on Charles Street and one-stop-shopping for several types of food and beverage (no more waiting in one line for your gyro and a separate line for your beer). Afraid you'll miss some of your old Artscape favorites? Never fear, CCH has brought on board many local and ethnic food vendors, sure to add some extra flavor.

Light Box

The LightBox structure will showcase an artistic exploration of an adaptive reuse design build project while shedding light on the use of local materials for local construction, recycled materials, passive solar design, cooperative design strategies, energy consumption, and solar energy.

**Guest Services – NEW LOCATION
Inside the Modell Performing Arts Center at the Lyric**

Guest Services is the one stop shop for all things Artscape. Once the festival is open to the public on Friday at noon, festival-goers can come to Guest Services for general festival information (available on laptops with Artscape.org), official 2011 Artscape merchandise, accessibility services, first aid and free tickets for performances. Festival-goers will also be able to take-away a printed festival map.

Artscape's Text-To-Give Campaign

Artscape hopes the crowd will get as excited as we are about this year's opportunity to donate to the festival by using their cell phones. The program will allow anyone to make a \$10 donation to Artscape by texting a keyword specific to the festival. Every donation goes directly to help us keep this nonprofit arts festival free year-after-year. The keyword and text number will be available in June.

NANADU! – A Panorama of Parades and Spectacle

Nana Projects, Baltimore's legendary purveyors of whimsy, present daily at Artscape a magnificent and impressive display of spectacle. Be intrigued as multiple parades roll through the Artscape festival grounds; Get creative at hands on workshops in the family area; Be amazed as three simultaneous parades descend each evening on Pearlstone Park creating a dazzling final spectacle!

Maryland Lottery – Live Drawing

Don't miss the fun! Join The Maryland Lottery for a live drawing on The Wells Fargo Stage, Friday, July 15, moments before the 8pm performance and broadcast live on WBAL-TV 11.

Advertise on Artscape.org

Reach your target market by advertising on the new Artscape website. Contact Corporate Sponsorship Associate, Emelda DeCoteau, at 410-752-8632 for pricing and ad specifications.

Information

1-877-BALTIMORE/www.artscape.org

Media Contacts

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