



ARTAWAKE IS AN ANNUAL ONE-DAY FESTIVAL OF CREATIVITY THAT BRINGS LIFE TO A VACANT URBAN SPACE IN ROCHESTER, NY.

Organized by a team of student volunteers from the University of Rochester, ArtAwake highlights Rochester's creative community, facilitates interaction between students and community, and encourages discussion regarding innovative solutions for the city's future. The festival temporarily repurposes a vacant urban space through the interactive exhibition of local artists, musicians, performers, businesses, and technologies. Over the course of three successful years, ArtAwake has totaled over 5,000 attendees and has featured over 500 pieces by 300 artists, performances by 50 music groups, delicious local foods, and a myriad of interactive exhibits. Additionally, it has garnered significant press, was a final-four contender for City Magazine's 'Best of Rochester' award, and was honored in 2009 as the 'Student-Driven Program of the Year' by the Association of College Unions International.

DATE SATURDAY, APRIL 16TH

TIME 3:00PM - 1:00AM

LOCATION THE ALLIANCE BUILDING, 183 E. MAIN ST.

Artwork & Interactive Exhibits:

Local art submissions - from photography to film and sculpture to digital art - are selected by professional jurors. Interactive exhibits of all types allow attendees to make their own art, music, and discover new technologies.

Music:

ArtAwake features a diverse selection of music, including jazz, classical, rock, hip-hop, and world. Performers will be a mix of both new and established local groups.

Food & Drink:

A light selection of h'orderves & drinks are included with admission and will highlight both local businesses and food as art. Local beer & wine will be available for purchase from 5-10pm.

Busing & Parking:

Looping Shuttles will run from the University of Rochester & Eastman School of Music. Drivers are encouraged to park in the Stone Street Garage.

Ticketing:

Available at the door and in advance at various locations.

UR/Eastman Student: \$7/\$9

Student: \$8/\$10

Community: \$9/\$11

Children: Free

Security

Volunteers, uniformed security, and fire marshall staff are present at all times.

Sponsors:

ArtAwake is a University of Rochester initiative, directed by students and sponsored by 20+ groups from college clubs to businesses. Sponsors will be announced in March concurrently with other details.

Contact:

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Website:

www.artawake.org

Facebook:

www.facebook.com/artawake

ArtAwake 2010's Press Release:

www.rochester.edu/news/show.php?id=3573



ArtAwake