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## **Music, Art, Food and Fun! Grand Avenue Festival To Showcase Downtown LA's Best**

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*Los Angeles (October 5, 2004)* On Sunday, October 17, 2004, all of Southern California is invited to discover Grand Avenue, the cultural center of Los Angeles. Downtown Los Angeles' best highly acclaimed and nationally renowned restaurants, theatres, concert halls, museums, and other organizations join together to provide a premier day in arts and entertainment for children and adults.

The first annual Grand Avenue Festival is a collaborative effort by the Downtown Center Business Improvement District and many organizations along Grand Avenue that present programs and events showcasing Los Angeles as the cultural capital of the 21<sup>st</sup> century. The festival, which will be held on Grand Avenue, between Temple and 5<sup>th</sup> Street, from 11 a.m. to 6 p.m., will showcase the outstanding offerings of Downtown and also give visitors a glimpse of downtown's incredible new scene.

"The Grand Avenue Festival will present some of the nation's most important visual and performing arts, as well as the finest in culinary cuisine," said Stephen D. Rountree, President of the Music Center of Los Angeles County and member of Grand Avenue Partners, the collaboration of twelve world-class Los Angeles cultural organizations that have come together to create and promote activities and opportunities along downtown Los Angeles' thriving Grand Avenue. "Because of the Grand Avenue Festival, all Southern Californians will have the opportunity to experience the nationally renowned arts and dining of Los Angeles."

Highlights of the Grand Avenue Festival include:

- **Downtown Business Improvement District** hosts the "**Taste of Downtown LA**" from 11 a.m. to 6 p.m. on Grand Avenue. Sample delicious creations for \$5 and less from notable restaurants and hotels including: California Pizza Kitchen, Checkers Downtown, Ciudad, Godiva, Kendall's Brasserie, Pinot Grill, Hyatt Regency, LA Grand, Levy Restaurants, McCormick and Schmicks, Noe, and Zucca Ristorante. Live music on the Grand Avenue stage includes performances by the Mariachi Divas, Elvis Schoenberg Orchestre Surreal, the Colburn Jazz Workshop Band, and Krassimir Mimes.

More/

- To kick off its 25<sup>th</sup> anniversary celebration, **The Museum of Contemporary Art**, LA's premier contemporary art museum, offers free admission for all, and free hourly tours of *Robert Rauschenberg* and *The Drawings of Ed Ruscha* on its opening day! In addition, there will be artmaking opportunities, a return visit of Maurizio Cattelan's *Charlie*, and anniversary cake.
- **The Music Center**—one of the three largest performing arts centers in the nation and home of the Walt Disney Concert Hall, Dorothy Chandler Pavilion, Ahmanson Theatre, and Mark Taper Forum—presents its annual ***Family Festival on the Plaza***. Two stages with ongoing music and dance performances by Korean Classical Music and Dance, Musical Theatre Guild, Diavolo Dance Theatre, Xochimoki, and The Tinkers will be presented along with hands-on workshops led by professional visual artists. Hours are 11 a.m. – 3:30 p.m. In collaboration with the Music Center, graduate students from the University of Southern California will create special, self-guided tours that will take participants on several interesting and exciting paths along Grand Avenue profiling history, public art, and kid/family highlights.
- The **Los Angeles Philharmonic Association** presents live musical performances in and around the world renowned Walt Disney Concert Hall, home of the Los Angeles Philharmonic. Performances include recitals by local organists spotlighting the hall's spectacular new pipe organ as well as children's concerts and activities. Led by Music Director Esa-Pekka Salonen, the Los Angeles Philharmonic presents over 160 concerts of classical, jazz and world music each year and has developed steadily in artistic stature and prominence since its founding in 1919 to become one of the world's leading orchestras.
- The **Los Angeles Public Library**, in collaboration with the Music Center Education Division and Reading by 9/Los Angeles Times, presents ***Performing Books***, a series of free afternoon performances in downtown Central Library's Mark Taper Theater. *Performing Books* is designed to introduce children, ages 4-10, to the performing arts through children's books, offering them and their families the unique opportunity to hear stories read by professional storytellers and authors, and to have them brought to life by performing arts through song, dance, voice, and instruments.
- The **Colburn School of Performing Arts** will present jazz and mime performances at the Grand Avenue Festival. The jazz group will be led by saxophonist Lee Secard, whose career includes work in film and television, extensive touring, and recordings with Sarah Vaughn and Maynard Ferguson. The internationally renowned Krassimir will lead the mime group. Founder of the Bulgarian Theatre for Mime, he has won the Golden Orpheus Composer Award, toured the U.S., Russia, Austria, Thailand, and Eastern Europe, and appeared on national TV and in film.

- The **Los Angeles Conservancy** offers information about the unique architectural and cultural resources on Grand Avenue, throughout downtown, and in greater Los Angeles. Formed in 1978 to fight the demolition of the L.A. Central Library, the nonprofit Conservancy has a rich history of involvement in preserving downtown's historic structures and celebrating its new landmarks. For the Grand Avenue Festival, the Los Angeles Conservancy will lead free architectural walking tours of Grand Avenue, describing selected historic sites and the evolution of Bunker Hill. Tours will take place on the hour from noon to 5:00 pm, leaving from the Conservancy's information booth. Space is limited; visitors can sign up for tours first-come, first-served at their booth.
- Located in the southwest corner of Walt Disney Concert Hall is **The Roy and Edna Disney/CalArts Theater (REDCAT)**, a state-of-the-art interdisciplinary arts center that allows Los Angeles audiences to follow the latest developments in the performing, visual, and media arts from around the world. A natural extension of CalArts' educational mission, REDCAT's adventurous programming features a wide-ranging array of experimental music and dance, multimedia performances, theater works, film and video screenings, readings, and art exhibitions. For the Grand Avenue Festival, REDCAT will offer music, dance and other performance events in the theater, including the CalArts African Music and Dance Ensemble, the CalArts Latin Jazz Band, Vijay Iyer and Rudresh Mahanthappa, and performers from the Community Arts Partnership program. Caricature artists and performers will be on 2<sup>nd</sup> St., and in the gallery, visitors can view *White Noise*, exploring notions of what is perceptible and imperceptible in video, photography and sculptural forms.
- **Grand Performances**, one of Southern California's premier, award-winning performance art series, has a tradition of presenting world-class, world-renowned artists along with some of the finest homegrown talent. Grand Performances' commitment to the arts as an inclusive environment is reflected in its demographically diverse audience. For the past 18 years Grand Performances has been presenting close to 50 noon and evening performances with artists whose innovative, thought-provoking and entertaining works reflect the rich tapestry of this region's community. For the Grand Avenue Festival, Grand Performances is programming the Grand Avenue stage/s in collaboration with the Downtown Center Business Improvement District.
- **Los Angeles Opera's** 2004-05 Season is the largest in Company history with 10 productions, 3 recitals and 100 performances. For the Grand Avenue Festival the Company is presenting the children's opera *Brundibár* which tells the story of a young brother and sister trying to buy milk for their sick mother. A friendly cat, bird and dog encourage the siblings to enlist the help of the town's other children and sing a beautiful lullaby to win over the townspeople and triumph over the town square bully, Brundibár. There will be two productions of *Brundibár* performed at the Grand Hall of the Dorothy Chandler Pavilion at 1:30 p.m. and 3:30 p.m.

- Over the years the **Mark Taper Forum** has built a reputation for excellence both in the development of new plays and voices for the theatre, and in its continuing commitment to serve the broadest possible audience. The Taper has guided and developed an impressive number of Tony Award-winning and Pulitzer Prize-winning plays (including “Twilight: Los Angeles, 1992,” “Children of a Lesser God,” “The Shadow Box,” “The Kentucky Cycle” and “Angels in America”) and has earned a number of distinguished honors including a Tony Award® for Theatrical Excellence. For the Grand Avenue Festival, Public Rush tickets priced at \$12 each will be available for both the 2:30 p.m. and 7:30 p.m. performances on Sunday, October 17 of the West Coast premiere of “Nothing But The Truth,” a gripping family drama set along the fault lines of post-apartheid South Africa written by and featuring the dynamic Tony Award-winning John Kani.
- **The Cathedral of Our Lady of the Angels**, a house of prayer for all peoples, has welcomed over two million visitors and pilgrims since opening in September of 2002. The building is an architectural landmark; artwork from renowned artists fill the Cathedral and grounds; and the Cathedral Organ is one of the largest of its kind in the western United States. The Cathedral stands as a living emblem of faith and serves this diverse community with education and charitable outreach programs. For the Grand Avenue Festival, the Cathedral is offering Mass at 8 a.m., 10 a.m. and 12:30 p.m. (in Spanish) as well as a Free Organ Recital at 3 p.m.

Most performances and events are free; tickets will be required for some venues due to limited seating capacity and will be issued on a first-come, first-served basis. For more information on the Grand Avenue Festival, please call the Downtown Center Business Improvement District at 213/624-2146 or visit [www.downtownla.com](http://www.downtownla.com), which includes links to Web sites for all participating organizations. Special parking arrangements and Metrolink schedules will be announced closer to the event.

Sponsors of the Grand Avenue Festival include:

- American Apparel
- The Broad Art Foundation
- KCET-TV
- KUSC Classical 91.5 FM
- LA Stage Alliance
- *LA Downtown News*
- *LA Weekly*
- *Los Angeles Magazine*
- *Los Angeles Times*
- Metro
- Metrolink
- *Performances/Where Magazine*
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