

Day of Artwalk:

Parking- The UPS lot on Moulton Street has free parking but fills up fast. If you are coming at 10:30AM you should be ok. Our website also has other information for getting to the Brewery including metro and Lyft info.

Please meet in the I-5 gallery in the Atrium when you arrive at your designated time. This is the information center. Tada is the coordinator of the Docents and his number is (818) 517-8468 Tada and myself, will be the contact people during the Artwalk. Tada will check you in and give you a clipboard and tell you where you will be located. We will talk about that in orientation.

Please, be sure to read all of the info below. Especially the information with the history of the Brewery. Look over the website with a lot of the artists participating so you can help visitors find different artists.

Please wear a red shirt and jeans the days of the Artwalk. We will give you a lanyard with a nametag, but this is how you will be recognizable as our Artwalk Docents.

Also it may be a good idea to bring a hat or umbrella and water as it will probably be sunny.

I am sending links in this email with some of the history of the Brewery to help get you up to speed on who we are and what we do. Please check out the main website and artists so you have an idea of who is showing. The website is only a smaller portion of artists displaying work, but it gives you an idea. There are also a couple of videos about the Artwalk in the links.

The plan of action will go like this:

You will go to the I-5 gallery when you arrive at the Artwalk and sign in and get a lanyard with "Artwalk Ambassador" tag. You'll get maps and clip boards with writing paper so you can jot down any comments suggestions or concerns from the visitors.

Phone numbers:

Tada: 818-517-8468

Kristine: 661-317-1069

When your shift is over, you will bring the clipboard back to the I-5 gallery and sign out.

We would also like to let people know there are artist lofts in harder to find locations. Unfortunately these lofts don't get as much traffic. We want to change that. This is where you come in. You are helping us immensely Thank you so much!!

If you have friends or know anyone else who may want to volunteer please let me know, we are still in need of help.

Other notes:

We are implementing a tour guide app this Artwalk. It is a brand new item we are premiering. We will go over it during orientation but it will be a good idea to play around with it as we would like to get the word to the public when they arrive.

We have 5 entrances to the Brewery so we will have docents at each of those entrances passing out maps to visitors as they arrive. There will be boxes of maps at each entrance as well as chairs and possibly a table.

We will also have a docent working with Baha in the I-5 Gallery helping to answer questions. Tada will coordinate breaks and help to let people move around to do different duties.

PLEASE LOOK OVER

History of the Brewery:

Whitey Carlson bought the Brewery around 1980. He owned a circus back in New York, the carousel horse was actually part of a Rose Parade float that he bought at an auction. They ran the circus out of the original Island Garden arena that Whitey built in Hempstead. They had circus acts from all over the world. It was back in the late 1950s/early 1960s. Whitey owned a sports arena in Long Island, where many events took place. Wrestling (Vince McMahon's Dad's), Basketball (New Jersey Nets), concerts (the Jackson 5, etc.) And yes, circuses. The Carlsons still own and manage the Brewery to this day.

The Artwalk has been going on for over 33 years.

Lincoln Heights is considered to be the oldest neighborhood in Los Angeles outside of Downtown, dating to the 1830s. It was a wealthy neighborhood with many beautiful old Victorian houses. When industry began to develop along the river, most of the wealthy people moved out and Lincoln Heights became a working class neighborhood with a significant Italian American population. Chinatown used to be Little Italy and the original Chinatown was where Union Station is today. The Chinese were moved out when construction on the train depot began.

The Brewery Art Colony began in 1903 as the Edison Electric Steam Power Plant. The building was designed by John Parkinson, who also designed the Bullocks Wilshire Building, Union station, and was one of several architects responsible for City Hall. The building is sometimes called The Bingo building (it used to say BINGO on the smokestack. The "B" was kept and used to begin the word "Brewery." The plant was the first to use the new, efficient steam turbine technology and was the third plant in Los Angeles and by far the most modern at that time.

The Brewery Art Colony is so called because it includes the old Eastside and Pabst Blue Ribbon breweries.

In July 1997, the LA Weekly called The Brewery "the world's largest artist-in-residence community" and in a March 1999 Los Angeles Times article The Brewery was quoted as the "world's largest art complex. Whitey Carlson (Kristin's grandad) bought the site for salvage purposes (mostly copper). Artists approached him and asked if they could use the buildings for studio space. He proceeded to convert the buildings into studio spaces. He added windows and built more structures.

The Carlson-Reges House 1992-1996 was designed by Michel Rotondi (Roto Architects located on the 4th floor of my building). It was built with materials from the owner's salvage yard.

<http://www.rotoark.com/projects/residential/carlson-reges-house>

<http://hdl.huntington.org/cdm/search/searchterm/Los%20Angeles%20Steam%20Station/mode/exact>

Resources with more information about the Brewery:

www.breweryartwalk.com

http://rseitz.com/art_writing/tag/brewery-art-colony/

<http://www.thebreweryartistlofts.com/>

<http://labrewery.com/brewery/>

http://en.wikipedia.org/wiki/The_Brewery_Art_Colony

<https://www.facebook.com/BreweryArtLA>

<http://laarttours.com/brewery.htm>

<http://www.dunnedwards.com/SpecsSpaces/Article/AnArtistsHavenTheBreweryArtColony.aspx>

http://www.ladowntownnews.com/arts_and_entertainment/at-brewery-art-walk-open-studios-and-big-sales/article_2349ccae-16f5-11e2-89bb-001a4bcf887a.html

<http://articles.latimes.com/2005/nov/06/realestate/la-re-guide6nov06>

<http://www.cartwheelart.com/2014/03/28/save-the-date-brewery-art-walk-april-26-27-2014/>

<http://artquenchmagazine.com/2014/09/26/the-brewery-artwalk-2/>

<https://www.youtube.com/watch?v=MKYuiaJK9mM>

<http://vimeo.com/7600058>