



FACT SHEET 2014

MISSION: The mission of the annual **On & Off Fredericksburg Road Studio Tour** (“Fred”), presented by Bihl Haus Arts, is to promote the work of diverse visual and cultural artists in the area, enhance appreciation for the arts in the community, and stimulate neighborhood revitalization

HISTORY: Fred, celebrating its 7th season in 2014, was founded in early 2007 by Bihl Haus Arts director Kellen Kee McIntyre and area artists Dale Jenson and David and Maria Guerrero. The inaugural Steering Committee also included area artists David Alcantar, Richard Arredondo, Marleen Hoover, Debora Keller-Rihn, Barbra Kelley, Sally Lewis, Norma Moore, Stacy Parten, Diana Roberts and David Rubin, plus area residents Charlotte Kahl, Edna Hinojosa, Roy Muniz and Carolyn Sanchez. The tour has grown from a core of 25 artists in 2008 to more than 80 featured artists, plus more than 200 visual, literary and performing artists who participate in official group shows flash performances and other special events.

Fred is singular in San Antonio for two reasons. First, it is truly a community event: *all* of the more than 80 featured artists live and/or work in the neighborhoods served by the tour. And second, Bihl Haus Arts publishes a full-color catalog that contains a full page featuring each participating artist with an image of their work, a brief biography, an artist statement, and contact information, which is free to the artist. The catalog is beautifully designed to encourage visitors to keep it as a memento of their experience. And they can refer back to it later to purchase art directly from their favorite artist(s). The catalog also includes informative essays on each of the seven participating neighborhoods that emphasize significant historical architecture, arts-related businesses, and public art. New in 2014 is a mobile website and expanded social media campaign.

LOCATION & BOUNDARIES: The tour centers geographically on Fredericksburg Road, which forms one boundary of the tour’s seven featured neighborhoods that are color-coded on the map as well as on the logo to emphasize their distinctive characters. The neighborhoods are within the boundaries of Districts 1 and 7. They are: Monticello Park (violet), Jefferson (green), Woodlawn Lake (red), Los Angeles Heights (dark blue), Keystone (lime), Beacon Hill (orange), and Alta Vista (light blue)

FRED PARTICIPANTS: The tour has grown by about 20% this year. The official 2014 roster of featured artists includes: **Albert Alvarez, Dara Anderson, Fernando Andrade, Linda Arredondo, Richard Arredondo, Rolando Briseno, Beth Callaghan, Raul Castellanos, Conan Chadbourne, Danville Chadbourne, Carol Cisneros, Katrina Cook, Rita Maria Contreras, Mark Crutsinger,**

Jane Dunnewold, Oscar Galván, Jessica Garcia, Steven M. Garcia, Sarah Janece Garcia, Mark Andrew Gelatt Jr., Laurel Gibson, David Guerrero, María Guerrero, Enrique Gutierrez, Wesley Harvey, Rex Hausmann, James Hetherington, Michael Hernandez, Hilal & Kati Hibri, Venessa Hill, Marleen Hoover, Luis Hurtado, Dale Jensen, Amy Jones, John Karlis, Barbara Kelley, Pat Jimenez, Barbara Kelley, Jennifer Kennedy, Jennifer Koshbin, Eric Lane, Sally Lewis, Jerry Lockey, Michelle Love, Jimena Marin, Veronica Ramirez Miller, Mitch Mitchell, J.D. Morera, Thelma Ortiz Muraida, Ernesto Olivo, Dora Orejel, Vicki Owen, Alejandro Augustine Padilla, Pájara, Stacy Parten, Rainey, Kevin Rayhons, Sarah T. Roberts, Ángel Rodríguez-Díaz, David S. Rubin, Pearl A. Sanchez, Sandra Y. Sanchez Arispe, James Saldivar, Alison Schockner, Raul Servin, Sarah Shore, Russell Stephenson, Julian Terrazas, Kathleen Trenchard, Tom Turner, Abraham Vasquez, Cody Vance, Jason Willome & David Zamora Casas, plus more than 100 additional guest artists. And arts organizations and businesses: Art Cloth Studios @ 1803, Big Grass, Bihl Haus Arts, Brand New 2nd Hand Resale Boutique, Centro Cultural Aztlan, Clamplight Studos & Gallery, Classic Theatre, Deco Pizzeria, Hausmann Millworks, The Lullwood Group, Jump-Start Performance Co., Oscar's Custom Ironworks, Uptown Studio, Woodlawn Theatre

Art mediums represented by Fred artists include: painting (oil, acrylic, watercolor), printmaking and photography, pottery (high-fire stoneware, raku and pit-fired), sculpture in varied mediums, metal smithing, jewelry, welding, reclaimed furniture, artesanía, and multi-media works.

BUSINESS ASSOCIATES: Invited cultural and heritage businesses and organizations include Art Cloth Studios @ 1803, Centro Cultural Aztlán, Woodlawn Theatre, Big Grass, Beacon Hill Presbyterian Church, Clamp Light Studios & Gallery, Classic Theatre of San Antonio, Club Capitaol, FabRicaTe, Hausmann Millworks, Jump-Start Performance Co., The Playhouse, Model T Fords of Texas, and Old Spanish Trail, along with art galleries and cooperatives and local restaurants. Invited businesses, like Brand New 2nd Hand Resale Boutique, Big Grass, Blanco Studios, Deco Pizzeria, Hayward Neon, Oscar's Custom Ironworks, The Junction--are locally owned and promote one or all of the following: visual, literary or performing arts, antiques, artesanía, cuisines, or be a non-profit. Together, we make this area a significant cultural and heritage destination.

ACTIVITIES: In addition to the regular On & Off Fred Studio Tour, scheduled annually on the 3rd weekend of February, there are also related poetry readings, musical events and live performances, plus the singular signature tour kick off event, the Autograph Party, at Bihl Haus Arts, scheduled for Friday, February 21, 6-9 pm, with live music by Latino fusion band Los Nahuatlitos plus lavish hors d'oeuvres and drinks.

This winter tour of studios was conceived as an educational tool to give visitors an opportunity to see how a work of art is made, and to further their understanding of the artists' commitment to creating this work and contributing to our community.

Over the years, this event has grown to attract 2,000 or more visitors over a two day period. As visitors drive, bike or bus along the 15-mile tour route, they begin to understand why each tour artist has chosen to live here. Delightful, eclectic architecture interspersed by small villages of locally owned businesses, a sense of history, and inviting public spaces—from expansive Woodlawn Lake to beloved little 'pocket' parks tucked among quiet streets and community gardens—all contribute to a communal sense of 'pride of place,' the perfect environment for art-making and living the creative lifestyle.

Individually, FRED studios and invited businesses offer additional activities, such as gallery openings, exhibits, demonstrations and special events, that coincide with the tour.

APPLICATION PROCESS: The submissions process, which ran from Nov. 15-Dec. 6th consists of 2-3 jpegs of current work and a 250-word max resume/artist' statement for review, plus and a site visit and interview for new applicants. Applicants must also meet the following requirements (1) Be located within the Fred geographic area and (2) Be open during mandatory hours on Saturday, February 22, 11 am-6 pm, and Sunday, February 23, noon-5 pm.

SPONSORS: On & Off Fred 2014 is presented by Bihl Haus Arts with support from the San Antonio Area Foundation, Texas Commission on the Arts, NEA Art Works, City of San Antonio Districts 1 and 7 and the Department of Culture and Creative Development, Darryl Mix, Michael Imbimbo Architects, the Jefferson Woodlawn Lake Community Development Corporation, and Fred's Amigos. There are still opportunities for corporate sponsorship at levels of \$500, \$1000, \$2500 or more. Bihl Haus Arts sponsors include the WellMed Medical Group and the WellMed Charitable, Shield-Ayres, and Genevieve and Ward Orsinger Foundations.

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