

FOR IMMEDIATE RELEASE
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For more information contact
Doug Rice at 585.256.3336

ARTWalk lights up the avenue this and every weekend.

Rochester, NY – ARTWalk invites the public to take part in ARTWalk's run of the LightPole Artistic Mosaic Project (L.A.M.P.), a community project to decorate and enhance the light poles on University Avenue with mosaics. Every Sunday until the end of June 2002, from 12 noon to 3 p.m., artist Brenda Weber will be working with people of all ages on the light poles. Everyone is welcome to participate or to come watch art in the making. A total of four poles have been completed in the duration of the project so far. Photographs of these poles and of the event can be seen at www.rochesterartwalk.org.

Weber will guide participants through the steps of using bits of ceramic, glass and other materials to turn the light poles into works of art. The City of Rochester is supporting the project as part of planned enhancements to the sidewalk. The goal is to complete ten poles in this phase of the project this year, and to expand the project in future years to more poles. ARTWalk and Weber held public meetings last fall, where they received design input from the community. Themes for this phase of LAMP include: aquatic life, garden, fine dining, sciences, art history, among others.

LAMP is funded by *Culture Builds Communities*, a joint project of the Arts & Cultural Council for Greater Rochester, City of Rochester and Citibank

ARTWalk is an interactive urban outdoor museum that runs along University Avenue in the Neighborhood of the Arts. ARTWalk's mission is to foster, create and maintain a designated distinctive public walkway connecting arts destinations and cultural centers in the neighborhood, in order to provide an environment that encourages increased exposure to a variety of artistic experiences.

ARTWalk now operates as an independent non-profit museum, which acquires and maintains art and holds community-wide events. So far, the museum has acquired eight benches selected through an open call, and twelve sidewalk imprints selected through an open call, ARTWalk has held many successful events including last fall's *Dances on the Avenue*. Next up will be the Grand Opening of ARTWalk on Sunday, September 22, 2002. All ARTWalk events are open to the public.

For more information, visit www.rochesterartwalk.org or call 585-234-6670.