



CENTRAL SQUARE
BUSINESS ASSOCIATION
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FOR IMMEDIATE RELEASE

ArtsCentral: See Art in Everything *October 12-13, 2007; Central Square*

Cambridge, MA (September 12, 2007)—Back by popular demand, the Central Square Business Association announces **ArtsCentral**, the festival that celebrates Central Square's distinctive blend of art and commerce. From Friday, October 12 to Saturday, October 13, rain or shine, Central Square businesses will open their doors and host more than 50 artists and performers—a unique concept that promotes community arts while simultaneously encouraging local commerce. ArtsCentral will highlight the eclectic art existing in Central Square's every corner—visitors will open their eyes and *see art in everything*.

Admission buttons are now available for sale in five Central Square locations. Buttons grant entry to ArtsCentral events and discounts in Central Square stores before, during and after the festival.

Purchase buttons at Cambridge Savings Bank (Central Square), the Central Square Business Association, Economy Hardware, Leader Bank, and University Florist. Please visit the Web site for a full discount listing. \$10 adults (14+); \$5 children (10-13); and children under 10 free.

On Friday, October 12, evening performances fill the roster in various Square locations from **6 to 9 p.m.** From poetry reading to live art installations, from Italian opera to DJ hits, and from an outdoor children's movie to an artist reception, this Friday debut illustrates the broad arts spectrum Central Square offers.

On Saturday, October 13, a family breakfast and fashion show begin the day's celebrations from 10 a.m. to noon at the Cambridge Family YMCA. From noon to 6 p.m., local artists expose the artistic process as they paint, draw and perform in Central Square businesses. Three stages—located near Prospect Street, Main Street, and in Cort Putnam Furniture—welcome local musicians, actors and dancers for vibrant and diverse billing. At 6 p.m., artists exhibit their day's progress at a closing reception at the YMCA. Visitors are encouraged to enjoy dinner in Square restaurants to conclude the evening.

ArtsCentral is possible with the generous support of its **sponsors**, the Cambridge Savings Bank, the Cambridge Arts Council, The Weekly Dig, Gioiosa Design, Citibank, Harding House and Novartis.

For additional information, buttons, discounts, schedules & artist and vendor lists, please visit www.centralsquarecambridge.com/artscentral or call the Central Square Business Association at 617-441-7707.

The Central Square Business Association maintains and supports a lively commercial and business area, enhancing the quality of life in Central Square. The CSBA advocates for and represents the interests of businesses, and contributes to a welcoming, interesting and energetic sense of place for working people, visitors, students and residents of all ages.

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FACT SHEET INCLUDED: OVER

FACT SHEET

ArtsCentral 2007: See Art in Everything

- WHO:** The Central Square Business Association, sponsors & nearly 100 artists, performers and Central Square businesses.
- WHAT:** **ArtsCentral, a street festival that explores the everyday art present in Central Square, Cambridge.** Central Square's streets will come alive with art. From fashion design to edible bugs and from oil paintings to hip-hop, ArtsCentral will explore the art existing in Central Square's every corner. Unique art forms include graffiti art, computer magic, improvisational comedy, belly dancing, theater, vintage film, poetry readings, food preparation, live bands, and more.
- WHERE:** Central Square, Cambridge.
- WHEN:** **October 12-13, 2007**
Evening performances Friday, October 12, 6 p.m.-10 p.m.
Fashion show and breakfast Saturday, October 13, 10 a.m.-12 p.m.
Arts Festival Saturday, October 13, 2007 Noon-6 p.m., rain or shine
Closing reception 6 -8:30 p.m. at the Cambridge Family YMCA
- PRICE:** \$10 adults 14 and over; \$5 children 10 to 13; children under 10 free
Buttons—required for all inside events—grant discounts in Square stores
- SPONSORS:** The Central Square Business Association thanks Cambridge Savings Bank, the Cambridge Arts Council, The Weekly Dig, Gioiosa Design, Citibank, Harding House and Novartis for their support.
- BUSINESSES:** 10,000 Villages, 1369 Coffee House. All-in-One Jewelry Experts, Artist & Craftsman Supplies, Asmara Restaurant, Buckaroo Mercantile, Cambridge Community Television, Cambridge Savings Bank, Cambridge Senior Center, Carberry's Bakery & Café, Central Square Post Office, Cheapo Records, Cinderella's Restaurant, Cort Putnam Furniture, Desi Dhaba, Economy Hardware, Hot Off the Press Café & Bakery, La Groceria Restaurant, La Luna Caffè, Lewis' Beauty Salon, Mariposa Café, MIT Museum, Out of the Blue Gallery, Pandemonium Books & Games, Pearl Art & Craft, Picante Mexican Grill, Radio Shack, Seven Stars, Shalimar Foods & Spices, Supreme Liquors, Teddy Shoes, The Asgard, The Elks Lodge, The Field, The Middle East, The Phoenix Landing, The Salvation Army, Toscanini's Ice Cream, Venus Cosmetics, YMCA, YWCA.
- PRESENTED:** By the Central Square Business Association, which advocates for and represents the interests of businesses in Central Square, www.centralsquarecambridge.com, 617-441-7707.
- WHY:** Because art exists all around Central Square. It is part of our everyday lives, but we rarely stop to notice it. At ArtsCentral, open your eyes and *see art in everything*.
- CONTACTS:** Margaret Farmer, Executive Director, margaret@centralsquarecambridge.com
Anna Kukowski, Press & Program Coordinator, anna@centralsquarecambridge.com
- WEB SITE:** See www.centralsquarecambridge.com/artscentral for more information.

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