

For Immediate Release:

Monday, January 5, 2009



Contacts:

Veronica Szalus, Artomatic, (703) 371-8475, veronica@zysz.tv

Dave Diller, Playa del Fuego, (240) 723-6763, dave@ious.org

Arts organizations announce *The Art of Change* – An Inaugural Celebration of D.C.'s Creative Communities

Artomatic, Inc. and Playa del Fuego, Inc. – institutions of the mid-Atlantic arts community – have joined together to create this year's most distinctive inaugural celebration, *The Art of Change* (www.artists-ball.org), on Jan. 20, 2009 at 8 pm. With the generous support of Corporate Sponsor Scion (www.scion.com) and location sponsors The Warehouse Arts Complex (www.warehousetheater.com) and Douglas Development (www.douglasdevelopment.com), this event brings Washington, D.C., a unique opportunity to celebrate the inauguration of Barack Obama as President. Tickets are available immediately for \$50 at www.artists-ball.org

Occupying three separate venues on the 1000 block of 7th Street, NW in downtown Washington D.C., *The Art of Change* will feature visual and performing arts, multiple dance floors, fire dancing and live music. DJs from across the mid-Atlantic region will be spinning an eclectic mix of musical styles on two dance floors, and in *The Art of Change* Galleries, displaying artworks created for this celebration. The Variety Stage will showcase performances all night long, including live music, comedy, belly dancing and spoken word poetry. And outside, attendees will enjoy fire-dance performances while dancing to up-and-coming DJs in the heated White Tent.

George C. Koch, chair of Artomatic, Inc.:

"The Art of Change is an example of the collaborative spirit within the creative community and it speaks to the desire of artists to be a full partner in the change that is taking place in our country and our community. *The Art of Change* brings together the progressive and creative communities to support a new vision for our creative economy."

Dave Diller, president of Playa del Fuego, Inc.:

"We're so glad to be working in partnership with Artomatic and all of *The Art of Change* supporting organizations from across D.C.'s arts communities. Our organizations have long sought to break down the barriers to participation in the realm of art, and with this celebratory event we look forward to a bold new era of similar efforts in the realm of government."

In the spirit of community organizing and collaboration that President-elect Obama has come to represent, *The Art of Change* is being planned in collaboration with a number of supporting organizations. These include DC Burners, Dance Afire, Bethesda Theatre, Cultural Attaché, Washington Project for the Arts, 4&9 Productions LLC, Brightest Young Things, The Pink Line Project, Pecha Kucha, Creative DC, Hungry for Music, International Art & Artists, DC Advocates for the Arts, Copyright Alliance, Capitol Riverfront BID, NoMa BID and Downtown BID.

This collaborative ethic also facilitates social engagement by making us all responsible for the creation and maintenance of our shared culture. We encourage all attendees to contribute by performing, displaying art, volunteering, or donating to make this event a success. For more information visit www.artists-ball.org.

#

Artomatic (www.artomatic.org) is a creative community that collaborates to produce and present a free arts spectacular.

Participation is open to all, from recognized artists to undiscovered talents, who work in a variety of arts forms. In partnership with the development community, Artomatic transforms unused building space into a playground for expression, serves as a catalyst for community growth in up-and-coming neighborhoods, and helps to grow our creative economy. The nonprofit Artomatic organization is headed by a volunteer Board of Directors and is funded in part by the D.C. Commission on the Arts and Humanities, an agency supported by the National Endowment for the Arts.

Playa del Fuego (www.playadelfuego.org) is a non-profit, participant-directed organization whose mission is to hold interactive events that promote artistic creativity and freedom of expression.