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may 7, 2007

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the business of san diego county

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Tactics, tips, and tools for the conversation that matters.

## Magazine: On The Town

From: April 2007 Issue | By: John Lincoln

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### An Artistic Heartbeat

April 5, 2007

FOR ARTISTS, ARTWALK IS A CHANCE TO DISPLAY THEIR WORK AND POSSIBLY EVEN drum up some business. For Little Italy, ArtWalk brings visitors and revenue. ArtWalk is creating quite a buzz around San Diego, and last year's success has only multiplied the anticipation.



With 400 artists setting up shop this year, it is sure to be a bustling scene of breathtaking paintings, sculptures, glasswork and photography. There will also be live music and drama performed.

ArtWalk moved to Little Italy six years ago, and the location has served as its loving home ever since. This year, artwork will be displayed in tents on Beech, Cedar, Date and Fir streets, allowing guests to breeze through the open-air overhangs to locate their favorite work.

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One of the biggest perks of this event is the level of intimacy it allows with not only the art, but also the artist. Attendees will have the opportunity to chat it up with the creators of the work on display, and if the price is right, you may leave the walk with an eye-catching masterpiece of your own.

The event was dreamt up 23 years ago by a group of artists and art lovers looking to connect the greater San Diego art community.

This year, the event—taking place April 28-29—is looking to attract 70,000 to 80,000 attendees. It is also hoping to reach a benchmark of \$1 million in contributions to help fund the local San Diego arts economy.



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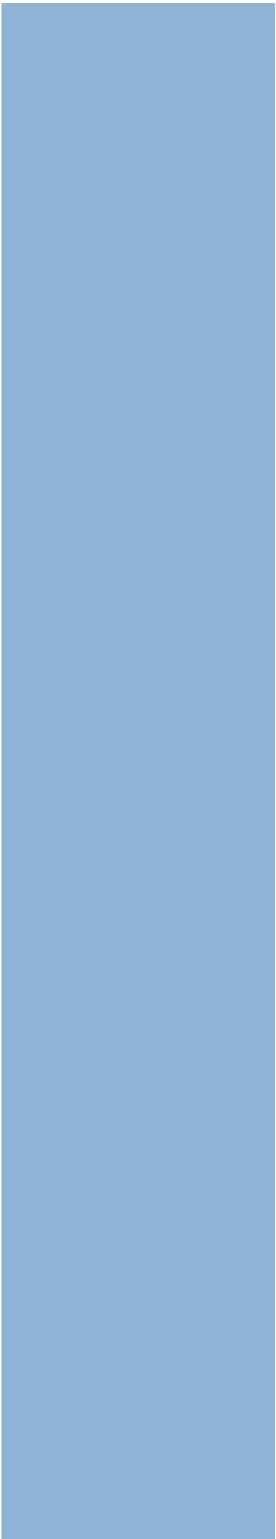
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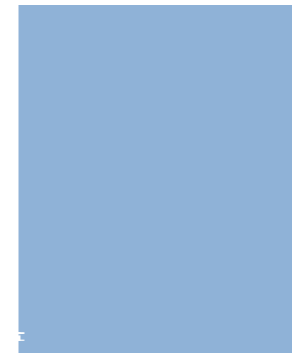
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