



MEDIA ALERT
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Media Contact: **Will Caperton y Montoya**
DCA Director of Marketing and Development
213.202.5538
will.caperton@lacity.org

**City of Los Angeles Department of Cultural Affairs
Announces
Arts Activation Fund (AAF) Awardees**

Arts Activation Fund will award approximately \$150,000 of civic support for the production of creative projects throughout Los Angeles.

Los Angeles – The City of Los Angeles Department of Cultural Affairs (DCA) and Mayor Eric Garcetti’s Great Streets Initiative announced the first four Arts Activation Fund (AAF) projects by residents that will be awarded up to \$15,000 each to realize inspiring and community-engaged initiatives on public streets, sidewalks, and adjacent public spaces.

The Arts Activation Fund, established with the support of the Los Angeles City Council, is a monthly fund to support creative-placemaking projects in neighborhoods on, or near, the City of Los Angeles’ designated Great Streets. The goal for the AAF in fiscal year 2015/16 is to fund among 8 to 16 initiatives, with each project eligible to receive between \$5,000 and \$15,000 to produce temporary initiatives that will demonstrate how under-developed sites can be turned into creative hotspots.

The program is designed to fund a range of projects across the City that complement the unique character of their neighborhoods. In this spirit, the fund prioritizes applicants with proposals for their own neighborhoods, and whose initiatives have strong alliances within their local communities. AAF projects may be temporary objects, installations, or experiences which are free to the community and strategically enacted within public view.

The first set of AAF awardees and projects include:

CJ Berina of Collective Lifestyle LA Inc. (Council District 12) will work collaboratively to produce **The Reseda Boulevard Summer Event Series**, a free reoccurring event with curated visual arts installations, pop-up murals on vinyl banners, performing arts presentations, music and dancing, poetry readings, light art-laser shows, and other interactive experiences, with an art-walk type map. The purpose of the event series is to engage a new culture of art and creativity on Reseda Boulevard for the local community. The event will take place on city sidewalks and in adjacent indoor venues on May 7.



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Mario Fenix LAX Cruz (Council District 15) will work collaboratively to produce the **ARTWARS.LA**, a venture philanthropy festival of inner city cultural arts that seeks to foster artistic growth and support community talent. The **ARTWARS.LA** Watts edition will be a community-integrated, multi-disciplinary pop-up festival on May 7.

Francisco Letelier (Council District 11) will work collaboratively to produce the **ARTBLOCK**, a coordinated action of open studios and related events on May 29 organized through an artist-association in Venice, California. This "block party" creates a sense of place while offering the general public a chance to see and engage with arts projects, workshops, and cultural programs by a multitude of community artists. The event is built upon partnerships between people and local organizations to make creative activities accessible and interactive.

Emily Mkrtychian (Council District 13) will work collaboratively to produce **Luys i Luso Installation**, a multi-media installation that uses Armenian music and film to bring dormant spaces back to life. The installation will bridge the experiences of Armenian residents, the local community, and visitors. The event will infuse an inactive space in LA's Little Armenia with creative light and music on the evening of April 28.

"Art has the power to transform our perception, attitude, and behavior — and is especially impactful when it lives in places that are accessible to everyone," said Mayor Eric Garcetti. "The Arts Activation Fund will support the creative genius that thrives in our city, and give Angelenos an opportunity to reimagine public spaces in their neighborhoods as vibrant, exciting, and creative places."

The Arts Activation Fund propels Mayor Garcetti's effort to improve public spaces across the City through community place-making and public art. Last year, the City launched a \$200,000 Great Streets Challenge Grant Program that funded eight community projects to reimagine their Great Streets as public spaces.

"Public spaces in our neighborhoods and along our City's Great Streets provide an open canvas for us to use our creative strength to animate and activate our communities through arts and culture," said Danielle Brazell, General Manager of the City of Los Angeles Department of Cultural Affairs. "The Arts Activation Fund connects local artists to these spaces and the people indigenous to them to reinforce neighborhood identities and celebrate L.A.'s diversity."



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The projects will be conceived, developed, and presented within a two- to three-month time line. Individual artists, collectives, limited partnerships, nonprofit organizations, and commercial businesses across the City are all eligible to apply.

For more information, and to submit a proposal for funding through the Arts Activation Fund, please visit: <http://dcaredesign.org/artsactivate/>.

About the City of Los Angeles Department of Cultural Affairs (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles’ vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA’s residents and visitors, and ensure LA’s varied cultures are recognized, acknowledged, and experienced. DCA’s mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grantmaking, public art, community arts, and strategic marketing and development. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow us on Facebook at [facebook.com/culturela](https://www.facebook.com/culturela); Instagram [@culture_la](https://www.instagram.com/culture_la); and Twitter [@culture_la](https://twitter.com/culture_la).

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