



# CrystalCity

**Press contact:**

Michele Late  
(703) 962-0217  
michelelate@gmail.com

[www.artomatic.org](http://www.artomatic.org)

**For immediate release:**  
March 29, 2007

**Artomatic contact:**

George Koch, chair, Artomatic, Inc.  
(202) 607-0879  
george.koch@gmail.com

## **Artomatic 2007 to be held April 13–May 20 in Crystal City, Arlington, Va.**

Artomatic, the Washington, D.C., area's eclectic, engaging — and occasionally even eye-popping — arts extravaganza is back this spring and promises to be more of a draw than ever before.

Held regularly since 1999, Artomatic is the region's one-of-a-kind multimedia event featuring more than 500 regional artists and performers. The free five-week event, to be held April 13–May 20, will feature 90,000 square feet of paintings, sculptures, photography and other creative work.

Artomatic will also feature special events, including musical and visual performances, poetry readings, art workshops for kids and adults and a Cinco de Mayo celebration. Previous Artomatic shows attracted as many as 50,000 visitors.

"With more events, new art and a great location, Artomatic will be the area's most interesting, off-the-grid art attraction this spring," said George Koch, chair of Artomatic, Inc.

Artomatic is unique in that it is an inclusive and open art event, showcasing works from a range of performers and artists — from emerging artists showing their works for the first time to longtime professionals established on the art scene. Visitors can browse Artomatic and discover new artwork, and — in most cases — even buy the art that's on display.

"When people think of Washington, D.C., 'art' is not always the first word that comes to mind," Koch noted. "But Artomatic shows that the region has a strong creative community at its heart."

The Arlington, Va., neighborhood of Crystal City will play host to this year's Artomatic. The event will be held on two floors of an office building at 2121 Crystal Drive. The location is close to downtown Washington, D.C., and is just blocks from the Crystal City Metro station. Free garage parking will be available evenings and weekends, but visitors are strongly encouraged to take Metro to Artomatic.

This year's Artomatic is presented in partnership with the Crystal City Business Improvement District (BID), which is "very excited" that the event is in Crystal City, according to Angela Fox, executive director of the Crystal City BID, [www.crystalcitybid.com](http://www.crystalcitybid.com).

"Art adds dimension and soul to our daily lives. It reaches us in ways that we might not anticipate — making us think, react, reflect," Fox said. "It also recharges us in a way that we need in today's 'always on' world. Artomatic does all of these things 100. One building, two floors, more than 500 artists entertaining, stretching and challenging us. It's fun, whimsical, focused, intellectual and brilliant. It takes Crystal City where we want to go."

A schedule of events will be available on the Artomatic Web site, [www.artomatic.org](http://www.artomatic.org). The site will also contain a catalog of artists taking part in Artomatic with images of their work as well as videos and music from performers.

### **Artomatic**

**April 13–May 20, 2007**

2121 Crystal Drive, Arlington, Va.

[www.artomatic.org](http://www.artomatic.org)

Metro stop: Crystal City

Free admission, donations accepted

### **Hours**

Sunday, Tuesday, Wednesday: Noon–10 p.m.

Thursday: Noon–11 p.m.

Friday, Saturday: Noon–1 a.m.

Closed Mondays