

For Immediate Release
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CrystalCity



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Crystal City Celebrates the Arrival of Artomatic

Crystal City, VA – The Crystal City Business Improvement District (BID) is pleased to announce the upcoming arrival of Washington’s artist extravaganza known as Artomatic.

Occurring four times since 1999, Artomatic transforms found spaces into a living, exciting arts community that is free and open to the public. This five-week event is the collective synergy of hundreds of participating artists and the energy of the thousands of people who visit. Artomatic shows have drawn between 20,000 and 50,000 visitors, who come to look, absorb, question, and identify what they like from this talented community of artists. This marks *the* Artomatic debut in Northern Virginia.

In the heart of Crystal City, Artomatic will convert two floors of the 2121 Crystal Drive building into a showcase of engaging works, performances, and educational presentations. The nearby Crystal City Metro station provides easy access and there’s plenty of parking in the area.

“The goal of the Crystal City Business Improvement District is to change the way people perceive and experience Crystal City,” said Angela Fox, Executive Director for the Crystal City BID. “We are bringing things to see and do here into a place that is already central, accessible, has ample free parking, and lots of wonderful restaurants. Artomatic is the perfect partner to help us get there. We are very excited to be their host as they debut in Virginia, and we welcome the many artists and spectators who are looking for fun and adventure in their own backyards.”

“We are excited about our collaboration with the Crystal City BID.” According to George Koch, Chair of Artomatic, Inc. “We believe that launching Artomatic in Crystal City will substantially increase future exhibition and presentation opportunities for local visual artists, poets, actors, dancers, and musicians as they expand their creativity in the new Crystal City. The Crystal City BID and its members have already become strong new partners for Artomatic.”

Artomatic will kick-off its collaboration with the Crystal City BID with an opening celebration on Friday, April 13, 2007. The event will run for five-weeks, closing on Sunday, May 20, 2007.

Artomatic Gallery Hours (April 13 – May 20, 2007):

Sunday, Tuesday, Wednesday: Noon - 10PM

Thursday: Noon – 11PM

Friday, Saturday: Noon – 1AM

Closed Mondays

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About the Crystal City BID

The Crystal City BID is a Virginia 501(c)6 non-profit corporation tasked with the mission to make Crystal City a vibrant, 18 hour, urban destination. The BID is a collaborative effort on behalf of all business entities located within its boundaries including restaurants, retail stores, hotels, small businesses, commercial property owners, tenants, and residential apartment buildings. For more information, visit www.crystalcitybid.com.

About Artomatic

Artomatic is a phenomenal event that continues to inspire artists and community members. Washington's arts scene has traditionally been segmented, geographically and socially. The city's ongoing development in recent years has diffused the arts community even more by breaking up pockets of artist studios. Artomatic provides a forum for all area's artists to convene, perform and exhibit; strengthening the visibility, cohesion, and marketplace of Washington's arts community. For more information, visit www.artomatic.org.

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