



## Local Fashion Designers, Artists and Educators Collaborate at the Launch of Art Meets Fashion

San Diego, Calif. – Last Month, – Nearly 100 guests gathered at the new Microsoft Store in Fashion Valley to kick off [Art Meets Fashion](#) (AMF), a collaboration between the [San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) to showcase creativity in San Diego and to encourage local teens to be involved in the arts. The project includes 13 teams, each with a fashion designer, an artist, a teacher and a documenter who together will create a product that showcases immense creative energy. The lesson plans will be offered for the academic curriculum at San Diego schools, and will be on display at the San Diego International Airport in a show between April and September of 2011.

“The evening reflected the excitement and enthusiasm the local art community has for this project,” said Patricia Frischer, a founding member of SDVAN. “There is a real need for group collaborations like this, and we see AMF as a great example of a way for the community to come together to spark renewed interest in the arts and give back to local schools. We extend our thanks to the San Diego International Airport for their support, and encourage others to get involved in this important project.”

Art Meets Fashion events:

- VIP fashion show on Thursday, April 28 at the [San Diego International Airport](#)
- Series of independent exhibitions for each of the teams at three hubs including the NTC Promenade, North Park and downtown San Diego.
- One group show, which will present highlights of each team, at the San Diego International Airport from March – June 2011.
- Lesson plans created by the teachers involved in the project will be posted and results featured in a special exhibition June – Sept, 2011 at the SD International Airport
- [Art Meets Fashion Fringe](#) events including [Art Meets Fashion Mannequin](#) project
- Art Meets Fashion online competition featured on [Zhibit.org](#)

“The Art Meets Fashion VIP event and following exhibit will provide airport visitors with a memorable experience – one that shares with both San Diegans and tourists the richness of the local arts and fashion communities,” said Constance White, art program manager at the San Diego International Airport. “This is an important element of our cultural tourism initiative to foster broader appreciation for what this community has to offer.”

### San Diego Visual Arts Network (SDVAN)

The San Diego Visual Arts Network (non-profit Public Charity 501 (c) 3 EIN #205910283) has a mission to improve the clarity, accuracy and sophistication of disclosure about San Diego’s artistic and cultural life. We are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a website with a directory and events calendar and facilitating numerous collaborations on visual arts projects, we hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region. SDVAN list 1600 visual arts resources, has 4,000-5,000 unique visitors to our website per month and get over one million hits a year. SDVAN has

For more information: [www.ArtMeetsFashion.org](http://www.ArtMeetsFashion.org)

[San Diego Visual Arts Network](http://www.SanDiegoVisualArtsNetwork.org) ( Public Charity 501 (c) 3 EIN #205910283)

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approx 3500 on their opt-in mailing list. SDVAN exhibition resume includes: Little & Large, Movers and Shakers, SD Art Prize, New Contemporaries. [www.SDVisualArts.net](http://www.SDVisualArts.net)

### **FOCUS (Fashion Opportunities Connect US)**

**FOCUS** is a fashion industry networking organization for emerging professionals with goals to: **Connect** - create a community for those in fashion related industries to NETWORK, LEARN & GROW **Promote** - generate exposure opportunities for the emerging fashion market – designers, stylists, manufacturers, e-tailers, boutique owners, fashion students & other entrepreneurs **Inspire** - expose the San Diego consumer base to the independent fashion scene in San Diego through the Passport to Style, Art Meets Fashion, and other related events **Educate** - build a platform where experienced professionals can share their knowledge with the next generation **Give back** - build the scholarship program and create means to donate to fashion related charities in San Diego. [www.focusSD.org](http://www.focusSD.org)

### **San Diego International Airport Art Program**

The Airport Art Program creates an Airport ambiance unique to San Diego and welcomes people to the Airport and region. The mission of the program is to provide enhanced customer service by creating artwork and programming that engage travelers in innovative, memorable considerate experiences that enlist a "wow" response and encourage people to return to the airport. For more information, please visit <http://art.san.org>.

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