



Press Release: for immediate use November 9, 2010

Contact:

Kim Richards, PR Liaison for AMF, kdrichards@gmail.com
Beth Binger, BCI PR, Beth.Binger@bcipr.com

Art Meets Fashion Takes Shape in San Diego
Team Themes range from Evolution to Ecology to Ecstasy

San Diego, Calif. – November 9, 2010 –This Saturday, the [Tagged fashion show](#) at Mosaic Wine Bar in North Park will feature jeans painted by artists for sale alongside the art works which inspired them. Tagging is incredibly popular now as street art makes record auction prices in the art capitols, and as seen at the Revolution show still on at the MOCASD downtown gallery. Jeans painted with art are the perfect San Diego Art Meets Fashion combination.

Twelve teams each including a local fashion designer, an artist, documenter and an educator are coming together to participate in [Art Meets Fashion](#) (AMF), a collaboration between the San Diego Visual Arts Network (SDVAN) and FOCUS (Fashion Opportunities Connect US). [Teams](#) have selected themes to showcase their collaborative creativity in products that will be featured in team exhibitions in April and May 2011, a VIP fashion show on Thursday, April 28, 2011, and a group exhibition at the San Diego International Airport, which will remain on display through June.

One of the teams, [Beauty's Privilege](#), has been selected by the Airport to be featured in the [Temporary and Rotating Exhibits Program](#) that will be opening in January and run for six months. Project Runway participant [Gordana Gehlhausen](#) is on this team that is exploring loss and love then ultimately finding beauty in the midst of tragedy and adversity.

"It's amazing to see the creative process unfold," said [Jeffrey R. Brosbe](#) of team [Elevation](#), which is showing at [Space4Art](#). "I am documenting outfits that evolve from ash to mud to seed to water to crystal." [Alexandra Hart](#) is stimulated by her team [Transformation](#), which will be featured at [Vision Art Quilt Gallery](#), "I am learning how to work with a group of talented comrades and my vision is growing with this added stimulation. Our main effort is to promote a holistic approach to the relationship between human beings and nature and reveal that development through dress."

Team members are also active in a variety of AMF fringe events throughout San Diego, so the impact is filtering into the community. It is an important goal of AMF to showcase this talent and attract a new audience by cross pollinating these two worlds. Anyone interested in arts and fashion is encouraged to keep an eye on the teams' progress, and attend events to interact with the teams one-on-one.

Team members involved in [Fringe events](#) this month include:

For more information: www.ArtMeetsFashion.org

San Diego Visual Arts Network (Public Charity 501 (c) 3 EIN #205910283) 2487 Montgomery Avenue,
Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net



- [Tagged – In aid of Jeans4Justice](#) and [SDVAN](#)
November 13, 7:00-10:00 p.m. at [Mosaic Gallery](#) in North Park
- Annual Theme Show Art Meets Fashion at [Fusion Glass Company](#)
November 27, 8:00-11:00 p.m.

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 lists 1700 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 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

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

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>.

Contact:

Kim Richards, PR Liaison for AMF, kdrichards@gmail.com

Beth Binger, BCI PR, Beth.Binger@bcipr.com

Images on request and following

For more information: www.ArtMeetsFashion.org

San Diego Visual Arts Network (Public Charity 501 (c) 3 EIN #205910283) 2487 Montgomery Avenue,
Cardiff by the Sea, CA 92007 www.SDVisualArts.net 760.943.0148 info@sdvisualarts.net



Team Elevation: [April Cromer](#), Fashion Designer, [Robin Przybysz](#), Educator, [Valentina Viannay](#)
Artist, Photo by [Jeffrey R. Brosbe](#), Documenter

For more information: www.ArtMeetsFashion.org

San Diego Visual Arts Network (Public Charity 501 (c) 3 EIN #205910283) 2487 Montgomery Avenue,
Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net