

Art Exhibits ★ Poetry ★ Performances ★ Fashion Shows ★ Music



Grand Avenue Festival

grandavephoenix.com

Saturday, October 22, 2011 - 3pm-11pm

Welcome to the Grand Avenue Festival!

The Grand Avenue Merchants' Association is pleased to host the
3rd Annual Grand Avenue Festival
October 22nd, 2011
3pm - 11pm
grandavephoenix.com

The *Grand Avenue Festival* is as quirky as this historic, diagonal connector to downtown Phoenix!

The Festival celebrates neighborhood sustainability:

- **ReDapt Tours** tickets at grandavephoenix.com Showcasing historic commercial properties and interesting adaptive re-use projects
- **Trashy Sculpture-Hanging Gardens-Woven Fences Project** Inspiring recycling through innovative hand-made projects along Grand
- **Grand Mural Love Map** Self-guided tour of local Grand street murals

Discover mid-century modern architecture along Grand Avenue!

Fashion at Bragg's Pie Factory

un.trashed Recycled Rubbish Fashion Show - 5:00pm
Wearable art fashion show made from re-purposed, reclaimed, and recycled trash. Orchestrated by local legend Babsomatic! Community trash percussion & tippa tappa typewriter corps

Grandioso Fashion Show - 6:30pm
local boutiques **Indie ArtHouse: StickerClub Girl** of Lisa Jacobs and **RunzWithScissors, ShopDevious.com, Wicked Wear, Gloria Marsiglia**, and **Seeds for Autism** showcase their clothing and jewelry

"Caminos de la Muerte"

Calaca's Seventh Annual *Día de los Muertos* Exhibit with "Viajes de los Muertos" (Travels of the Dead)

Craft vendors at
Gallery Marsiglia
ShopDevious.com
Bragg's Pie Factory

History of Grand Avenue in a Nutshell!

Grand Avenue developed as a major thoroughfare to points west (Wickenburg, Las Vegas, and Los Angeles), and was lined with businesses catering to great amounts of truck and car traffic. Lush and exclusive resorts, like the **Bali-Hi** and **Caravan Inn West Motor Hotels**, adorned the Avenue through the 1950s and 60s; Grand Avenue was the preferred vacation destination. With the addition of the I-10 freeway bypass in the mid 1970s, traffic was significantly reduced, and the effect on many small businesses along Grand was great. Over subsequent years many of the commercial storefronts converted to industrial uses.

By the 1990's, the arts and entrepreneurial small business community re-discovered Grand Avenue, and joined forces with the established businesses along Grand, helping fuel the current renaissance along this historic corridor.

The Grand Avenue Art Walk, part of **Artlink's First and Third Friday** events, continues to attract Valley residents as it has for decades: to stroll along this treelined boulevard, discover the eclectic and unexpected mix of small businesses that have landed along this famed corridor!

Food on Grand



Enjoy delicious mobile food vendors like

Chi Chi's Tacos
and more!

Thank You!

To all who helped make the Festival a success this year: Festival Co-Chairs Michelle Ponce and Beatrice Moore; trashy fashion wrangler Babs McDonald (aka Babsomatic); local fashion boutique owners Gloria Marsiglia, Cia Underwood, Indie ArtHouse members, MaryAnn LaRoche, and Anna Marie Gutierrez; band-site support from Expert Electric, Edge-Industries and Arizona Iron Furniture; Re-Dapt Tour participants Lorenzo de la Cruz and John Kitchell, William Eaton and Bart Applewhite, Rob Izer and Kirby Hoyt, Beatrice Moore and Tony Zahn, and Hector Ruiz; ReDapt Tour guides Doug Towne, Marshall Shore, Louisa Stark, Ruth ann Marston and John Jacquemart; web Mistress Kate Benjamin; Mural Love Map designer Jenny Iganiewski; Balloon wrangler and flyer distributor Denise Fleisch; our "rocks" Eva Olivas and Patty Arviso; Festival graphic artist Damian Jim; Grand Avenue Merchants' Assoc. Steering Committee Members Tim Sprague, Kate Benjamin, Matt Tomb, Greg Couturier, Beatrice Moore, Michelle Ponce and Gloria Marsiglia; Grand Avenue Festival participants; our many cherished sponsors and supporters; all our irreplaceable volunteers; and **the visitors that help keep Grand Avenue an authentic, sustainable place to visit.**

For more information about the Grand Avenue Merchants' Association, please visit or call (602) 391-4016.

GrandAvePhoenix.com
www.facebook.com/GrandAvePhoenix

Kooky Krafts Shop
1500 W Grand Ave./Grandevelt Complex

Queer, quirky, fun and fabulous crafts by local artists and crafters + vintage craft supplies. 2011 New Times Best of Phoenix Winner "Best Place to Buy Vintage Craft Supplies." Naughty dolls, quirky panoramic egg sculptures, needle-felted faux taxidermy animals, cake sculptures, tikis, cementitious novelties, Kookyseuss flowers, and lots more! Maps available for Trashy Sculpture & Hanging Gardens & Woven Fences project.

www.kookykrafts.etsy.com
Festival hours: 3pm - 11pm

Lady Luck Tattoo Phoenix ☺
1301 W Grand Ave, Suite 3

Art gallery and custom tattoo studio. A kids fun activity table will be set up from 3 - 6pm with adult supervision and assistance.

www.ladylucktattooaz.com
Festival hours: Noon - 9pm

The Lodge Art Studio
1231 W Grand Ave

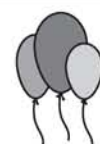
Located on the corner of McKinley and Grand Avenue. The Studio of mixed-medium artist Fausto Fernandez, sketch artist Joe Brklacich and artist Abbey Messmer.

Facebook: The Lodge Art Studio
Festival hours: 3pm - 11pm

Moderncat Studio
1301 W Grand Ave, Suite 7

Moderncat Studio offers a variety of gifts and art for cats and cat lovers who appreciate good design. Stop by and see what's new! Guest artists will include Michelle Pelberg from Cow Dreamz Photography and Ross T. Boyd with his fabulous animal drawings. All About Animals Rescue will be hosting cat and kitten adoptions, too.

www.moderncatstudio.com
Festival hours: 2pm - 6pm



Look for the colored balloons that mark all participating spaces!

Motley Design Group
1114 W Grand Ave

Architectural design firm in rehabilitated auto shop building. Stop by during the festival to see plans for the Grand Avenue Rail Project, which restores an original Phoenix streetcar for use along Lower Grand Avenue.

www.motleydesigngroup.com
Festival hours: 3pm - 9pm

My Goodness Cakes
1301 W Grand Ave, Suite 1

Custom cake and coffee studio. Will be serving delicious coffee, cupcakes and baked goods throughout the day.

www.mygoodnesscakes.com
Festival hours: 3pm - 11pm

Oasis on Grand
1501 W. Grand Avenue

Oasis is a unique place where artists can live, have a studio, show their work in the gallery, and be a part of a community of artists. Work, Live & Create All-In-One-Place! Property tours, music, art and food.

www.oasisongrand.com
Festival hours: 3pm - 11pm

Phoenix Fall Space
1023 W Grand Ave, Studio A

Phoenix Fall Space Gallery/Studio is a contemporary art space which houses the art of Denise Fleisch and Jimi Girdner. Special exhibits and events planned for the Festival. Come by and support the artists and arts in your community!

Facebook: Phoenix Fall Space
Festival hours: 3pm - 11pm

Roberto-Venn School of Luthiery
1012 W Grand Avenue

Guitar making and repair school. This newly renovated vintage building will be part of the ReDapt Tours this year and you will be able to tour the guitar building workshop and student space, the wood milling area, the Go-bar humidity room, and the gallery and office space. Instructor instruments will be on display; music throughout the day will be played by instructors of the school.

www.roborto-venn.com
Festival hours: 3pm - 9pm

Soul Invictus Gallery & Performance Space
1022 W Grand Ave

Soul Invictus is a multipurpose performance space that specializes in original local work & productions featuring work performed by the resident companies, The Sic Sense Sketch Comedy Troupe, AZ Curriculum Theatre & Soul Invictus Productions. From September through May, there is a new production performed each month. During the Festival paintings by Rebecca Hollingsworth will be displayed in the gallery space.

And during the Festival the PoeFest, the 3rd annual Edgar Allan Poe Festival presented by Arizona Curriculum Theater, will be presented. Set in a 19th Century asylum for the criminally insane, PoeFest presents the works of Edgar Allan Poe in a chilling new way. Featured stories include The Raven, The Tell-Tale Heart, Hop-Frog, The Cask of Amontillado, Annabel Lee, The Black Cat, and The Premature Burial. Show starts at 8 pm and tickets are \$15 for students and \$20 for general admission.

www.soulinvictus.com
Festival hours: 3pm - 11pm

Rusty Spoke Community Bicycle Collective
1023 W Grand, Studio D

Non-profit bicycle collective that hosts weekly workshops in bicycle repair, bike building, and other community projects. During the Festival they will be hosting a fundraiser starting at 8pm with food, music and other entertaining activities.

Facebook: Rusty Spoke Community Bicycle Collective
Festival hours: 8pm - 1am

ShopDevious.com
1229 W Grand Ave

ShopDevious.com is an upscale resale boutique, beauty supplies shoppe & small business center all rolled into one. Offering unique fashion finds, one of a kind creations, locally made stuff and computer repair or internet rentals. Complete with a small business center, offering computer repair. Live broadcast of internet radio station TBA plus the shop will host a locally made recycled garden just outside the boutique.

www.ShopDevious.com
Festival hours: 3pm - 10pm

Studio 8
1301 W Grand Ave, Suite 8

A photography collective made up of a variety of photographic styles. Always looking for new members.

www.studio8phx.com
Festival hours: 3pm - 11pm

Tilt Gallery
919 W Fillmore

Tilt Gallery is a contemporary fine art gallery specializing in historical to alternative photographic processes and mixed media projects. We feature local, national and international works by emerging and established artists. The exhibit The Light at Lacock, Sun Sketches at the Twilight of Photography by France Scully Osterman and Mark Osterman will be on display.

www.tiltgallery.com
Festival hours: 1pm - 6pm

The Trunk Space
1506 W Grand Ave at Grandevelt

The Trunk Space is full of music, experimental theater, performance, storytelling, puppets, circus side shows, fine art, handmade gifts, espresso drinks, and a classic photo booth! Free from 3 - 7pm. At 7:30pm Joey Kendall from Texas (from the Mt. Righteous Marching Band) with Hello The Mind Control, Fortune Cookie, and more TBA. Peppy/sloppy folk music and upbeat folk-pop. Tickets \$6 at the door.

www.thetrunkspace.com
Festival hours: 3pm - 11pm

F.Q. Story
Neighborhood

Home Tour

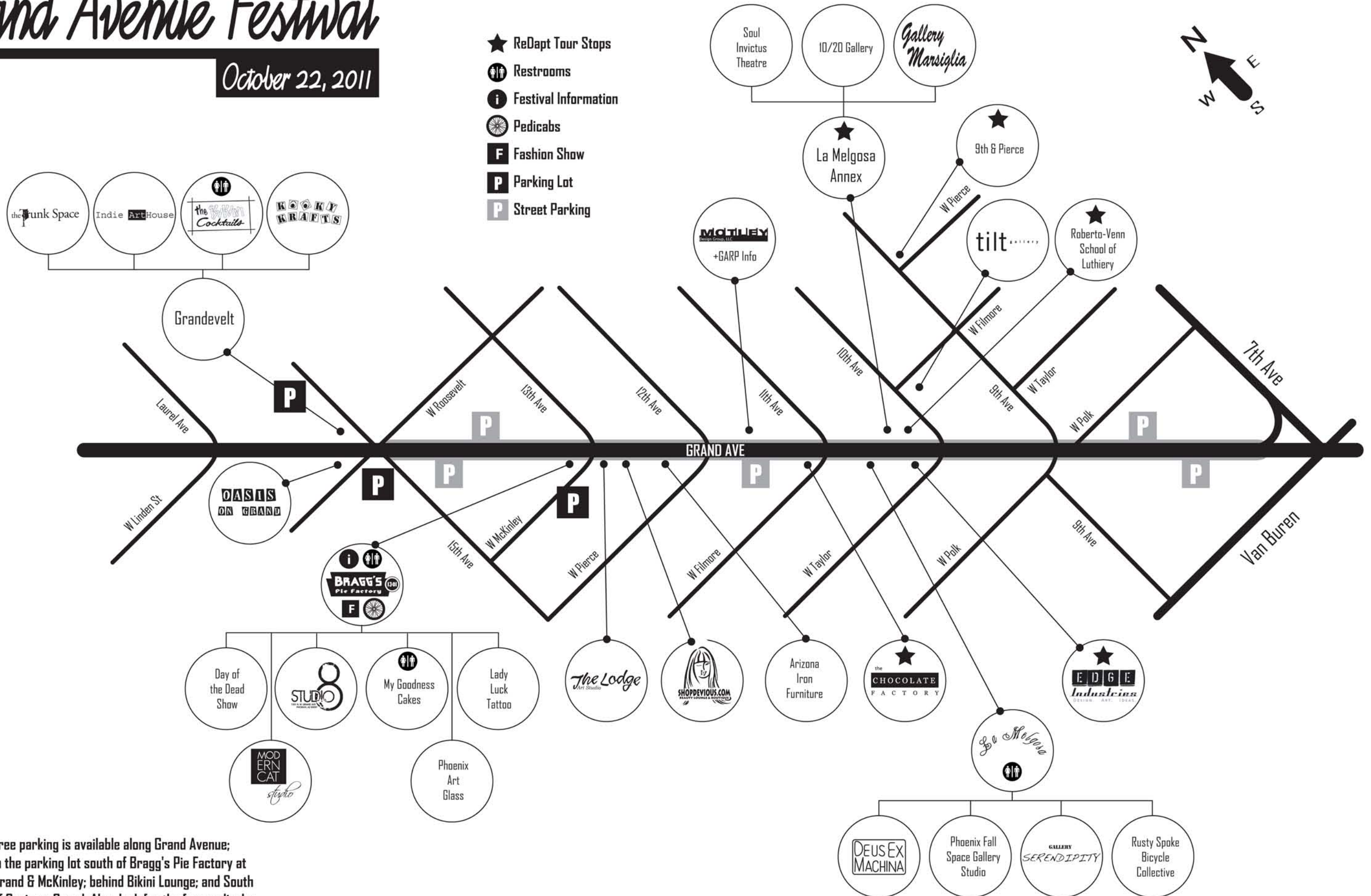
Sat, Dec 3, 6-9pm
Sun, Dec 4, 11am-5pm

More Information:
www.fqstory.org

Grand Avenue Festival

October 22, 2011

- ★ ReDapt Tour Stops
- ♿ Restrooms
- i Festival Information
- 🚲 Pedicabs
- F Fashion Show
- P Parking Lot
- P Street Parking



P Free parking is available along Grand Avenue; in the parking lot south of Bragg's Pie Factory at Grand & McKinley; behind Bikini Lounge; and South of Oasis on Grand. Also, look for the free pedicabs stationed in front of Bragg's Pie Factory!

☺ = Kids Activities

10/20 Street Gallery
1020 W Grand Ave

10/20 Street Gallery is a new urban boutique highlighting street culture through art. Everything from street wear, skatedecks, hats and posters - with art by Sentrock and street wear provided by Eighty Grand Clothing. The two forces come together adding authentic street culture to quality product, creating relevant art to offer Phoenix!

Festival hours: 3pm - 11pm

Arizona Iron Furniture
1209 W Grand Ave

Traditionally hand crafted and iron outdoor furniture and patio accessories. Music site (on corner of Grand and Pierce) from 3pm - 11pm.

www.arizonaironfurniture.com
Festival hours: 3pm - 8pm

Art Glass Phoenix
1301 W Grand Ave, Suite 6

A full production art glass facility including, but not limited to, glassblowing, fusing, lamp working and metal sculpture. Demonstrations will be held throughout the day in glassblowing, lamp working, and torch work. Items that have been created by resident artists will be for sale with a portion of proceeds from "pink ornaments" donated to the Susan Komen Foundation for breast cancer research.

Festival hours: 3pm - 11pm

Bikini Lounge
1502 W Grand Avenue, Grandevault Complex

Phoenix's oldest and longest running tiki lounge. All of this years artists to return! Live painting, carving, music, DJ's. Island treats in a Tiki themed retreat.

www.thebikinilounge.com
Festival hours: 12:45pm - 2am

Bragg's Pies Gallery
1301 W Grand Avenue (main gallery)

Information table with Festival brochures, maps, free water, and assistance! This year Bragg's is hosting the Galaca Cultural Center's Day of the Dead exhibit, including the "Dia de los Muertos Exchange Project."

This year Bragg's is also hosting the Untrashed Recycled Rubbish Fashion Show from 5 - 6pm and the Grandioso Local Boutiques Fashion Show from 6:30 - 8pm. And pick up both the Grand Mural Love Map and the Trashy Sculpture & Hanging Gardens & Woven Fences guide. Craft vendors will be selling Day of the Dead items inside the gallery.

Facebook: Bragg's Pie Factory
Festival hours: 3pm - 11pm

The Chocolate Factory
1105 W Grand Ave

Art studio and gallery. ReDapt Tour stop.

www.hectorruizart.com
Festival hours: 3pm - 7pm

Deus Ex Machina Gallery
1023 W Grand Ave, Studio B

Improbable art. Gallery and studio of Michele Bledsoe, Richard Bledsoe, Jeff Falk, Steve Gompf and Annie Lopez. Remodernist contemporary art. Music by the Bliss Kickers.

http://sites.google.com/site/improbableart/home
Festival hours: 3pm - 11pm

Edge-Industries and Funk Lab
1007 W Grand Ave

Planning and Design firm. ReDapt Tour stop. Music site (on corner of Grand and Taylor).

Festival hours: 3pm - 11pm

Gallery Marsiglia ☺
1018 W Grand Ave

GLORIA MARSIGLIA a designer with a style of her own, features a collection of Art-in-Jewelry crafted without compromise in Sterling Silver, Gemstones, and Art Glass. Offering jewelry making workshops: Fabrication, Metalsmithing, Lost Wax Casting & Lapidary.

Special Festival Event - The 5th annual "METALS, ROCK, FASHION" will host The Earth & Science Museum. "TREASURES" this years theme. From 12-6 pm kids of all ages can participate in a fossil dig, spinning wheel, & egg carton mineral collections. ART IN MOTION will provide an educational program until 11pm. Artists, dealers & demonstrations: lapidary art, bead making, glass fusing, chainmaking, blacksmithing, sand casting and lots more. Acoustic music continuous from 3pm - 9pm.

www.gallerymarsiglia.com
Festival hours: Noon - 11pm

Gallery Serendipity ☺
1023 W Grand Ave, Studio E

Carla Keaton fine art and illustrations. Artist sketches (\$10 - \$15) and photos of patrons. Jewelry for sale as well as tarot readings, food and massage oil samples, refreshments and face painting for kids.

http://grandavephoenix.com (Gallery Serendipity) or Gallery Serendipity on Facebook.
Festival hours: 3pm - 11pm

Grand Avenue Billboard Project
1024 W Grand Ave

This billboard is one of the few independently owned billboards left in Phoenix, and has been used for several years for artist projects. Starting in October, the Phoenix Office of Arts and Culture will be using the billboard to display a series of projects that will educate the public about recycling. The first project will be introduced during the Festival with a billboard by artist Paho Mann.

http://phoenixrecyclingproject.org

Grand Vista Apartments
834 N. 13th Avenue

This vintage apartment complex houses veterans returning from the Iraqi and Afghanistan wars. The non-profit organization that manages the apartments also mentor youth and encourage volunteerism. Local artist Ray Rivas is painting a mural on the exterior of the complex and will give painting demonstrations throughout the day. There will be a courtyard furniture sale for a few hours from 4 - 6pm. Vendor tables selling arts, crafts and baked goods will be set up as well as a meet and greet with US vets.

www.po3az.com
Festival hours: 3pm - 11pm

Indie Arthouse ☺
1504 W Grand Ave/Grandevault Complex

Indie ArtHouse features Handmade wares by Local Artisans: Upcycled and One-of-a-Kind Clothing, Jewelry, Glass Art, Housewares, Accessories, 3-D Art, Native-American Art, Woven Goods, Beads and Buttons, and More!!

Original works by:

Astrid, RunzwithScissors and SafetyThird
Brian Harrison Quiet Mind and Beadin' Around The Block
Damian Jim
Hristi Stoilcheva
Joseph Cuevas & Vidrio Man
Kristi Kuhl, Beaded Dreams
"Leave it to Ethan" Child Event Planning & Turtle Racing
Lisa Jacobs, Sticker Club Girl
Alyssa Shevlin
Tina McReynolds
Star DeLuna & StarFlower Jewelry - also featuring a rotating Artist of the Month.

See our "Day of the Dead" Member Group Show!

Kid activities and crafts from 3pm - 6pm. Live music throughout the night

Festival hours: 3pm - 11pm

Facebook: IndieArthouse

Bands on Grand

3pm - 11pm

Arizona Iron Furniture
1209 W Grand at Pierce St

5pm - 7pm : **Poets Corner ; Jeff Falk, Jack Evans, Bill Campana, Shawnte Orion, Joelskii Salcido** and more!
7pm - 9pm : **Live Music**

Bragg's Pie Factory
1301 NW Grand at McKinley St

3:30pm - 4:45pm : **Betsy Ganz**
myspace: betsyganz
5pm - 6:45pm : **Subterraneum Jazz**
web site : subjazz.com
7pm - 8pm : **Tobie Milford**
web site : tobiemilford.com
8:15pm - 9:15pm : **Rebel Set**
web site : reverbnation.com/rebelset
9:30pm - 11pm : **JJcNv**
web site : jjcnv.com

Edge Industries - Funk Lab
1007 W Grand at Taylor St

3pm - 5pm : **Bryant Vazquez**
web site : reverbnation.com/bryantvazquez
5pm - 7pm : **Sunset Electrics**
web site : sunsetelectrics.com
7pm - 8pm : **Shining Soul**
web site : soundcloud.com/shining-soul
and more!

Oasis on Grand
1501 NW Grand Ave at 15th Ave

3pm - 5pm : **Sombra Trio**
facebook : sombratrio
6pm - 7pm : **Green Light District**
facebook : Green Light District
7pm - 8pm : **Treasure Mammal**
myspace : myspace.com/treasuremammal
and more!



Find out about this exciting project being proposed for Grand Avenue! The Grand Avenue Rail Project (GARP) seeks to return a historic streetcar line to lower Grand Avenue. Check out the exhibit and get more details at Motley Design Group, 1114 W Grand Ave, open from 3pm to 8pm. More info about GARP at garpaz.org and on Facebook.

ReDapt Tours

Highlighting Adaptive Re-use Projects on Grand Ave

Don't miss this year's fun and fascinating ReDapt Tours!

Each **\$10.00** ticket purchase includes one free carwash coupon from **Cleanfreak Car Wash** (\$8 value), what a deal!

Tours last about 2 hours, starting at:
3pm, 4pm and 5pm

Tickets can be purchased in advance on:
grandavephoenix.com
with Pay Pal, or on the day of the Festival at
Kooky Krafts Shop, 1500 Grand
(at 15th Ave beginning at Noon)
and at starting point.

Tours start on the **NE corner of Grand and 10th Avenue.**
Free parking along Grand Avenue all day long!

Knowledgeable tour guides take you on a journey to historic hidden commercial gems as you learn about the fascinating history and development of Grand. The tour includes:

- former C.I. Elting 1930's *corner market* with its rear residence;
- a *mid-century warehouse* now home to **Roberto Venn-School of Luthiery** (guitar making);
- a *1940's commercial strip* with a *1920's cast concrete block house* in the rear, converted to art studios and a small theater;
- an *old service station* converted to a gallery;
- a *1928 grocery and meat market* converted to a planning and design studio!

For more information contact Beatrice at 602.391.4016

Trashy Sculpture & Hanging Gardens & Woven Fences, Oh My! @ Bragg's Pie Factory

The *Trashy Sculpture* exhibit has been combined this year with the *Hanging Gardens and Woven Fences*. Artists, children's groups, and community members create fanciful works out of trash and recycled materials! Find them on Grand Avenue:

- * in trees
- * wrapped around tree trunks
- * on telephone poles
- * along fences

Pick up a map of the locations at:

- **Festival Info Center (Bragg's Pie Factory)**
- **Participating Festival spaces**
- **Project sponsor Kooky Krafts Shop** 1500 W Grand Ave



Looking for a snack or a refreshing beverage? Check out these neighborhood favorites (Festival hours listed).

Asadero Torro 1715 W McDowell
10am - Midnight / 602.230.9310

Azteca Bakery & Tortilla Shop 416 N 7th Ave
7am-2pm / 602.253.5864

Bikini Lounge 1502 W Grand Ave
Bar / Noon - 2am / 602.252.0472

Birria Estilo Michoacan 906 N. 15th Ave
8am-11pm / 602.412.0708

Capitol Sports Lounge 1801 W Van Buren
Bar / 10am-3am / 602.254.5110

Church's Chicken 720 W Grand
10am-10pm / 602.258.2267

El Norteno 1002 N 7th Ave
7:30am-10pm / 602.254.4629

Golden Moon 1408 W Van Buren
4-8pm / 602.254.9229

Jack In The Box 1833 W Van Buren
24 hour drive thru / 602.254.9324

La Canasta Capitolio 1733 W Van Buren
Beer & Margaritas / 7am-3pm / 62.258.0769

McDonald's 223 N 7th Ave
24 hour drive thru / 602.255.9374

Mel's Diner 1727 W Grand Ave
6am-3pm / 602.252.8283

The Trunk Space 1506 W Grand Ave
Coffee bar / 3-11pm / 602.256.6006

Valley Pizza 1348 W Roosevelt
1am-11pm / 602.606.2929

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Supporter



Friends

Asadero Toro
Grand Avenue Garage
Low Cost Auto
Six Points Hardware

Media Partners

A Charitable Heart
Arizona Preservation Foundation
Blooming Rock Development
Downtown Phoenix Journal
Local First
Modern Phoenix



Bikini Lounge Drink Special

For each Pabst Blue Ribbon sold between 3pm to 11pm on the day of the festival, The Bikini Lounge will donate \$1 to the Grand Avenue Merchant's Association. Make sure to mention that you're here for the festival!