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For immediate release:

**PASADENA ART MARKET FOCUSES ON NEW AND EMERGING
TALENT FROM ART CENTER COLLEGE OF DESIGN AND
PASADENA CITY COLLEGE**

PASADENA, CALIF. (October 1, 2008) -- The Art & Design Open Market, the largest outdoor public art event to feature students, faculty and alumni from two highly respected Pasadena colleges, takes place on Sunday, October 12 from 10:00 A.M. to 5:00 P.M. in the One Colorado Courtyard. The Art & Design Open Market is free and open to the public.

Now in its fifth year and featuring more than 100 artists, the Art & Design Open Market is an unparalleled gathering of talented Art Center College of Design and Pasadena City College students, alumni, faculty and staff. Market-goers will have a rare opportunity to purchase exceptional contemporary art, sculpture, prints and photography by emerging artists. All work is original, one-of-a-kind and created by the artists themselves.

The Art & Design Open Market is one of the few art markets in the country to offer free space to artists participating in the event, as well as to allow artists and customers to negotiate their own transactions without any percentage fees. 100% of proceeds from sales goes directly to the artist.

"The participating artists demonstrate a wide range of conceptual, expressive and technical approaches to their work," states Jeffrey Hoffman, Associate Dean of Students and Director of Student Life at Art Center College of Design. "As a group, they represent a snapshot of the directions that art, design and graphics are taking, from some of Art Center's most talented student, alumni and faculty working today."

The mission of the Art & Design Open Market is to bring the best of what is produced at Pasadena's leading art colleges, and to give the public the chance to support these artists directly. Artists for the show are selected by staff at both institutions, and are scheduled to attend in person to demonstrate and discuss fabrication techniques and the creative process. Art Center and P.C.C. students move on to successful careers with leading corporations and design firms following graduation.

One Colorado spans one city block in the heart of Old Pasadena. This popular shopping and entertainment destination combines historic architecture with 25

contemporary fashion and dining attractions situated among pedestrian alleys and a lively central Courtyard. Located on Colorado Boulevard between Fair Oaks Avenue, Union Street and DeLacey Avenue, parking is available at the adjacent multi-level structure at Fair Oaks and Union. www.onecolorado.com

The Art & Design Open Market is part of Pasadena Art Weekend. For more information on this three-day event, please visit www.pasadenaartweekend.com
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PUBLIC: For further information please call 626.564.1066 or visit www.onecolorado.com

MEDIA: The media is asked to reply to this e-mail or call 626.844.8855 for photos and / or interviews.