

For Immediate Release

Contact:
Sally Lunetta
626.564.1066

ONE COLORADO'S SOCIAL AND CULTURAL PROGRAMMING

FINDS ITS ROOTS IN THE PASADENA COMMUNITY

One Colorado is an outdoor marketplace committed to dynamic community leadership. Its network of contemporary shops and restaurants within a historic setting draws 3,000 daily patrons from Old Pasadena's high-traffic arteries to an inner courtyard, creating a vibrant meeting place, distinct from but pivotal to the heart of a burgeoning downtown. Such a central position offers One Colorado the potential—and the responsibility—to touch a diverse audience with meaningful programming. One Colorado is dedicated to fulfilling this potential with a full slate of programs that engage the community spirit and touch people's lives.

Visitors have come to expect the unexpected at One Colorado, where cultural and socially relevant interludes are an integral part of shopping at Armani Exchange or dining at Il Fornaio. By collaborating with non-profits to create thematic month-long exhibitions and workshops in the courtyard, One Colorado celebrates community organizations while bringing new audiences to the area boutiques and restaurants. Fusing nineteenth century architecture and twenty-first century retail with the third dimension of culture, One Colorado offers its visitors public access to museum experiences and unexpected opportunities to watch outdoor movies or learn about homeless shelters. This marketing philosophy, and the discoveries that such programming brings, help serve as a catalyst for the emergence of Old Pasadena as the center of civic and cultural life in the region.

A few examples of past cultural salutes include:

- **Kidspace Children’s Museum** — The first organization to have an encore in three years, Kidspace presented “BOING,” a playful investigation of springs and how we use them. The partnership included performances and workshops each weekend ranging from slinkies to Bouncing Dan, The Paddleball Man, along with seven-foot custom spring signage and a ten-foot Calderesque spring sculpture designed by an artist at the Museum of Contemporary Art.
- **The Universe** — A citywide exploration of the cosmos as interpreted by artists and scientists throughout the centuries. Exhibitions and performances on different aspects of the universe were presented by Armory Center for the Arts, Art Center College of Design, California Institute of Technology, Huntington Library, Art Collections and Botanical Gardens, Norton Simon Museum, Pacific Asia Museum and Southwest Chamber Music. One Colorado featured an outdoor exhibition of Hubble space photographs, including a 45-foot image of a star jet stretched across Crate & Barrel, and interactive workshops in partnership with the education divisions of NASA/JPL. An entire Museums Magazine supplement devoted to the project and 250 street pole banners attracted national media coverage to the project and telescope enthusiasts to One Colorado.
- **AIDS Service Center** — The largest AIDS service, advocacy and education provider in the San Gabriel Valley and the largest family pediatrics social service program in the country. Their partnership in One Colorado’s Tree Lighting Ceremony brought three television crews to the courtyard in 1998 and the added collaboration of the Pasadena Jaycees and the Pasadena Star-News in 1999 and 2000. The ASC pediatric program was the beneficiary of the 1998 gift drive, and the Tournament of Toys received the proceeds in 1999 and 2000.
- **Latino Cultural Academy** — Dia de los Muertos / Day of the Dead honored the cycle of life and the unity of family and generations through 1,000 years of culture and tradition. An art installation of altars—*ofrendas*—(with a map to explain each tradition) and weekend workshops and performances culminated in a citywide celebration with 100 performers in full costume leading masked and painted participants through Old Pasadena. Media coverage featured color photos and a month-long video piece produced by local channel 3.
- **‘Best of’ Summer Film Series** — The most memorable movies in romance, adventure, comedy and drama were screened on the exterior wall of the historic Crate & Barrel building in a community-based, *Cinema Paradiso*-style atmosphere. Twelve newspaper features and 500 nightly moviegoers covered this event.

- **California African American Museum** — A month of music, dance, storytelling, art workshops, installations and film to celebrate 'Juneteenth,' when African Americans in the last city to be Emancipated first heard the news of freedom. The partnership included a custom, full-scale Juneteenth Family Treehouse and drew a broad crowd to the courtyard. Produced in collaboration with CAAM, dedicated to researching, preserving and interpreting the contributions of African Americans to world history and culture.
- **Picasso: Graphic Magician** — A series of film screenings and art workshops in collaboration with the Norton Simon Museum's *Picasso: Graphic Magician* exhibition. Workshops included collograph prints, monoprints, wood block prints, Picasso and dance, and an interactive performance of Picasso and music on a grand piano stationed in the middle of the courtyard.
- **Union Station Foundation** — Committed to providing the homeless and poor in Pasadena with the means to transform their lives and achieve lasting self-sufficiency and stability. 'Face to Face: Stories from the Street and Back' was a theatrical collection of stories and music written and performed by Union Station clients in the One Colorado courtyard under the direction of Cornerstone Theater. Twelve life-sized sculptures etched with individual client memories were also commissioned for this project. 'Face to Face' garnered unprecedented media coverage, including a front-page, full-color story in the LA Times.
- **American Film Institute** — The nation's preeminent arts organization dedicated to advancing and preserving the art of the moving image. 'Summer Shorts at One Colorado,' a festival of short films by emerging filmmakers, was the first film festival for the City of Pasadena, the first community festival programmed by AFI and the first free outdoor community festival in Southern California. The event drew 2,500 viewers each weekend and was hailed in local and regional media.
- **Huntington Library, Art Collections and Botanical Gardens** — Best known for its collections of rare books and manuscripts, 18th and 19th-century British, French and American art (including the famous *Blue Boy* and *Pinkie*), and 150-acres of gardens. 'George Washington at One Colorado' included an exhibition in One Colorado's gallery tracing Washington's life and career, as well as interactive Revolutionary Period reenactments in the courtyard every Saturday.
- **Norton Simon Museum** — Home to one of the world's most prestigious art collections, including Old Master paintings and drawings, Impressionist paintings and sculpture, and the definitive collection of California modernism. 'Radical Past: Art and Music in Pasadena, 1960-1974,' was a series of exhibitions and performances focusing on the contributions to contemporary art made by

area artists. It was jointly produced and hosted by Norton Simon, Art Center College of Design, The Armory and One Colorado, and received national media coverage.

- **University of Southern California Andrus Gerontology Center** — Committed to promoting and increasing home modification availability and awareness for people ranging from consumers to policy makers. 'A Home for All Ages' was a 4,000 square foot, hands-on educational exhibit set-up for two months in a One Colorado vacant space, complete with a fully functioning kitchen. The partnership drew 19 articles from area media and 100 people daily to explore the displays.
- **NewTown Pasadena** — A leader in the resurgence of artist-run organizations dedicated to reinstating art in the public eye. 'New Windows at One Colorado' was a blend of 16 site-specific installations and 10 performances created solely for display and interaction in One Colorado's alleys, rooftops, windows and courtyard. More than 3,000 viewers attended the weekend performances, which also drew prominent media coverage.
- **Kidspace Children's Museum** — The leading children's museum in the area committed to providing exhibits and programs in the arts, sciences and humanities that promote imagination, exploration and discovery. 'Balancing Acts,' a month-long collaboration with One Colorado, introduced the art and science of balance to a broad audience of children and caregivers through performances, workshops and seminars, and attracted 1,500 to 2,000 to the courtyard over four Saturdays.
- **Pasadena Art Space** — A non-profit arts venue set-up in One Colorado's vacant spaces to provide a cultural experience unique to and about Pasadena to the patrons of One Colorado and the community. Exhibition proposals are selected by the City of Pasadena Office of Cultural Affairs through an on-going, open application process. One such Pasadena Art Space exhibition featured **Pacific Asia Museum's** 'Shifting Perceptions: Contemporary LA Visions,' an exhibition of contemporary art in five venues by 17 Asian American visual artists in LA.

Future cultural salutes include:

- **Autry Museum of Western Heritage** — "How the West was Worn" in November 2001 features fashion, stagecoaches, country line dancing and workshops and performances from famous cowboy professionals. Hand-painted, jig-sawed signage in the shape of giant boots, cowboy skirts and saddles complement the paper doll banners on the Crate & Barrel wall.

###

6/13/01