



Press Information

Art Meets Fashion

[The San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) are pleased to announce a new collaboration between the fashion and art worlds in San Diego.

[SDVAN](#) and [FOCUS](#) have embarked on a project to enliven the SD art scene by cross pollinating the fashion and art worlds. By putting together teams consisting of an artist, a fashion designer, an educator and a documenter, we hope to encourage products with immense creative energy. The twelve teams will collaborate and mentor each other to gain new skills. The collaborations will be showcased in April and May 2011. Finale events will include a VIP fashion show and a group show, at the SD International Airport, a series of independent exhibitions for each of the teams,

The exhibition will feature the results not only of the collaboration of the artist and fashion designer, but also the documentation of the process by talented videographers, writers and photographers. An exciting component of the team is the educator who will be asked to create lesson plans for their classrooms and general publication. Many of our teachers are working with at risk teens. Our goal is to include teens within the teams when supervision by teachers can be provided and to showcase the results of their lesson also at the SD International Airport.

Independent artist who wants to work on the theme Art Meets Fashion may enter the free [Art Meets Fashion Online Competition](#) until the middle of November. We will also cross promote any [Art Meets Fashion: The Fringe Events](#), which showcases other art and fashion combinations until June 2011.

- VIP fashion show on Thursday, April 28 at the [San Diego International Airport](#)
- Series of independent exhibitions for each of the teams at 2-3 hubs including the [NTC Promenade at Liberty Station](#), North Park and Downtown SD
- One group show, which will present highlights of each team at the San Diego International Airport from April - Sept 2011. (located in Terminal 2, baggage claim)
- Lesson plans created by the teachers involved in the project will be posted and results featured in a special exhibition.
- [Art Meets Fashion: The Fringe Events](#)
- Art Meets Fashion online competition featured on [Zhibit.org](#) coming in June

Mission

The Art Meets Fashion mission is to initiate collaborations between fashion designers and visual artists of excellence, to showcase the creativity in San Diego, and to encourage local teens to be involved in the Arts.

Goals

- Promote San Diego regional arts through the San Diego Visual Arts Network, FOCUS, and our partners
- Create additional awareness for these supporting organizations
- Foster relationships between visual artists, fashion designers, educators, venues, and supporting industries
- To benefit non-profit Art and Fashion educational programs for teens (15-19 years-old)

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



- Expose the public to the creativity our region has to offer
- Enlighten the public on the advantages of buying local
- Nurture San Diego style and raise the bar on creativity
- Encourage art collecting and connoisseurship
- Stimulate the San Diego economy

Teams have until September 15 to finalize their proposals. Final works is due by Feb 15, 2011. Volunteer position are still available in several areas of this project, so please contact us if you want to be involved in one of the most exciting new projects of the year.

Patricia Frischer (SDVAN) and Felena Hansen (FOCUS) met at the Se Hotel during a planning session for the fashion show for [Little & Large](#), a promotion involving 41 galleries and 120 sculpture and jewelers in support of the Calder Jewelry exhibition at the San Diego Museum of Art. SDVAN has organized this promotion and because of it's enormous success, and over Veev vodka martinis with FOCUS decided to continue the cross pollination with the fashion industry. Hundred of emails later from all over the world, the plan to form teams was evolved. Asking fashion designers to work with artists was a simple premise, but adding an educator to create lesson plans for at risk teens was suggested by Irene de Watteville, an art activist and an educator and committee member. An exhibition of [Show Studio](#) in London, inspired the last team member i.e. the documenter who is vital component and is considered an artist whose creations are included in the exhibition. The team, at its best, will be fully collaborative and will mentor each other to create work never before seen, raising the bar for all the participants.

[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. We have approx 35,000 on our opt-in mailing list. SDVAN exhibition resume includes: [Little & Large](#), [Movers and Shakers](#), [SD Art Prize](#), [New Contemporaries](#).

[FOCUS \(Fashion Opportunities Connect US\)](#) 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

For more information:

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