

# Los Angeles Times | ENTERTAINMENT

Our food and drink newsletter has great tips for restaurants and dining out.

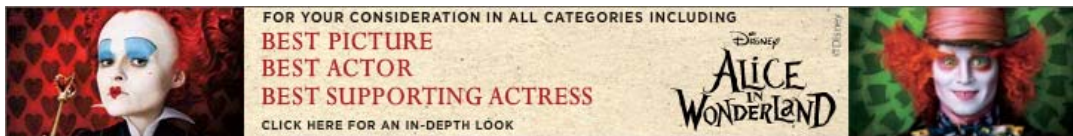
LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION **SHOP** Weekly Ad

MOVIES TV MUSIC CELEBRITY ARTS & CULTURE COMPANY TOWN CALENDAR ENVELOPE BOOKS FINDLOCAL

IN THE NEWS: 'TRUE GRIT' | ACTIVISION | 2010 IN REVIEW | 'LITTLE FOCKERS' | LINDSAY LOHAN

Search

FOR YOUR CONSIDERATION IN ALL CATEGORIES INCLUDING  
**BEST PICTURE**  
**BEST ACTOR**  
**BEST SUPPORTING ACTRESS**  
 CLICK HERE FOR AN IN-DEPTH LOOK



## Get ready for Art Weekend LA

The quarterly downtown crawl is launching in January. And no, it's not replacing the popular monthly walk. Instead, planners see it as a more focused way to view fine art in galleries.



Visitors check out art inside the Blue Canvas Gallery. (Mel Melcon / Los Angeles Times)

### FindLocal: Things to Do »

What:

Where:

Restaurants | Theater & Stage | Nightlife | Festivals | Concerts | Galleries & Museums

M T W Th F Sa Su

advertisement

JCPenney

**RED ZONE**  
clearance

**FINAL MARKDOWNS 80% OFF**  
**NEW MARKDOWNS 50-70% OFF**

Member rewards **SHOP** START SAVING

By Jessica Gelt, Los Angeles Times  
December 25, 2010

E-mail  Print  Share  Text Size

30 tweets

13 retweet

0

32 people like this. Be the first of your friends.



Art fans soon will have a new way to take in the bustling downtown L.A. gallery scene: A quarterly gallery crawl called Art Weekend LA is launching on the fourth weekend in January.

Helming the new event are gallery owner Edgar Varela and Jay Lopez, a former executive director of the monthly Downtown Los Angeles Art Walk. Also involved on the advisory board is Bert Green, the founder of Downtown Art Walk, which began modestly in 2004 and now attracts crowds of up to 20,000 people.

But Art Weekend LA, which is an all-day event on both Saturdays and Sundays, is not meant to compete with the Downtown Art Walk, say those involved. It is simply meant to present an alternative way to view fine art in galleries, one that is more about the art and less about partying, says Green, who runs a

### The Latest | NEWS AS IT HAPPENS

'Real Housewives of Beverly Hills' Lisa Vanderpump in Polo Lounge brawl - Ministry of Gossip 12/24/2010, 3:29 p.m.

Renardo Sidney, Elgin Bailey suspended indefinitely by Mississippi State after fighting - The Fabulous Forum 12/24/2010, 3:15 p.m.

Sizing up whether Boston or Miami is more threatening to the Lakers - Lakers Blog 12/24/2010, 2:43 p.m.

Alex Rodriguez and Cameron Diaz: bikinis, bonding in Cabo - Ministry of Gossip 12/24/2010, 2:40 p.m.

Auto complaints had a sudden acceleration this year - L.A. Times - Business 12/24/2010, 2:24 p.m.

ADS BY GOOGLE

**Art Scene**

If Art is part of your Life Start using MutualArt.com™  
www.MutualArt.com

**Upscale Dating For Women**  
Dating Service Matches Quality Women With Serious, Upscale Men  
MatchmakingForWomen.com

**Sweet Pea Photography**  
Modern Photojournalistic Weddings Life Is Beautiful. Capture It.  
www.sweetpeaphotographystudio.com

gallery called Bert Green Fine Art.

Save Up to 90%: Sign up for our free daily e-mail to get in on exclusive deals around L.A. Powered by Groupon. Subscribe Now.

Green said he left Downtown Art Walk after he noticed it was "beginning to drift away from having a focus on the galleries" and more toward food trucks and bars. While that party atmosphere draws the crowds, it has been criticized by some downtown merchants. The organization is attempting to refocus itself, having just [named an executive director](#) to oversee it.

"It's not serving the needs of the galleries any more," Green says.

Varela agrees, "Right now, with Downtown Art Walk, it's a hurry up and get there and try to catch what you can." He points out that initially, Art Walk was an all-day event but that as it gained popularity and more and more temporary exhibits and pop-up galleries began to show up, things began to start later, well after the established galleries were closing their doors.

"My gallery and others would already be closed by the time that 70% of the population for Art Walk would show up," he says. "So all they saw were the temporary galleries."

Art Weekend LA intends to remedy the situation by offering shuttle service within walking distance of parking lots and with five stops along a route that includes 16 established galleries generally in the city's Historic Core, Arts District, Chinatown, Bunker Hill and South Park. Pop-up galleries and temporary exhibits will not be considered for inclusion along the route. Four shuttles will drive the route continuously from noon to 6 p.m. Saturday so that people can go into a gallery and spend as much time looking at the art as they want.

There will also be an information booth along the route staffed with docents who will tell people about exhibits at the various galleries and help them plan their day. The galleries also plan special events day-long openings, and will be open on Sundays for Art Weekend. However, there will be no shuttles on Sundays, when free parking downtown is plentiful.

Eventually, the idea is to expand the event to other arts-heavy sections of the metro area, including Culver City, Santa Monica and Venice.

For now, Varela hopes to attract about 1,200 people per day to the walk, which is launching the same weekend as the Los Angeles Art Show at the Convention Center, a partner to the event.

"We're not looking for numbers — we're looking for a bit of a niche," he said. That niche is art lovers, "people who want to go to a gallery and spend time and actually buy a piece of art."

In this economy, Green says, a focus on the actual art is what the galleries need in terms of survival. And Art Weekend LA should actually complement Downtown Art Walk in the long run, Varela says. "We're promoting the same thing, only just in another avenue."

"Downtown is a huge place with huge potential," adds Green. "There's room for everyone."

David Hernand, chair of the Downtown Art Walk board of directors, agrees: "We support any and all programs to promote the arts in downtown Los Angeles and elsewhere. We think it's great."

[jessica.gelt@latimes.com](mailto:jessica.gelt@latimes.com)

Copyright © 2010, Los Angeles Times

**Save. Share. Connect.**



MOST VIEWED | MOST COMMENTED

Snow storm hovers in Iowa before heading south

More severe weather adds to travel woes in Europe

Vice President Joe Biden sees growing acceptance of gay marriage

New START treaty gets preliminary OK in Russia parliament

New START treaty gets preliminary OK in Russia parliament

Damage from Southern California rains could top \$60 million

Woman found dead at home of August Busch IV

South Korea ends three days of military drills

Air New Zealand's new Boeing 777-300ER with sleeper seats touches down in Los Angeles

Legal concerns spur Oakland's suspension of plan for four big pot farms