



OPENING RECEPTION

September 12, 2009
6:00 – 10:00pm
Tangent Gallery
2900 Franklin Boulevard
Sacramento, CA 95818

Pick up maps at the Tangent Gallery, the North Franklin District Business Association, 5383 Franklin Blvd., Suite F or the Sacramento Metropolitan Arts Commission, 2030 del Paso Blvd.

For more information: 916-566-3971 or [www. Sacmetroarts.org](http://www.Sacmetroarts.org)

TOURS

November 14, 2009
6:00pm
Meet at participating schools located on map.



North Franklin District Business Association and the Sacramento Metropolitan Arts Commission present

THE FRANKLIN URBAN PLEIN AIR PROJECT

SEPTEMBER 12, 2009 – MARCH 12, 2010

“People cannot maintain their spiritual roots and their connections to the past if the physical world they live in does not also sustain these roots.”

—Christopher Alexander, from A Pattern Language

Sometimes we don't see where we live: the architecture, landscape, streetscape, design, beauty, ugliness, poverty, wealth, diversity, standardization, the generic and the unique. Rather we “feel” the absence of what makes a place a community and what makes a community home.

Inspired partly by artist Ellen Harvey's New York Beautification Project and partly by Architect, Mary deLaittre's curriculum designed to “make neighborhoods visible;” the Urban Plein Air Project is intended to encourage dialogue and exchange about neighborhood, community, and the urban landscape, but more importantly about how urban design can affect a community's fate.



Franklin Urban Plein Air has three components; a temporary public art along the boulevard an artist's in schools program at three local schools, and a traditional exhibition at the neighborhood's Tangent Gallery.

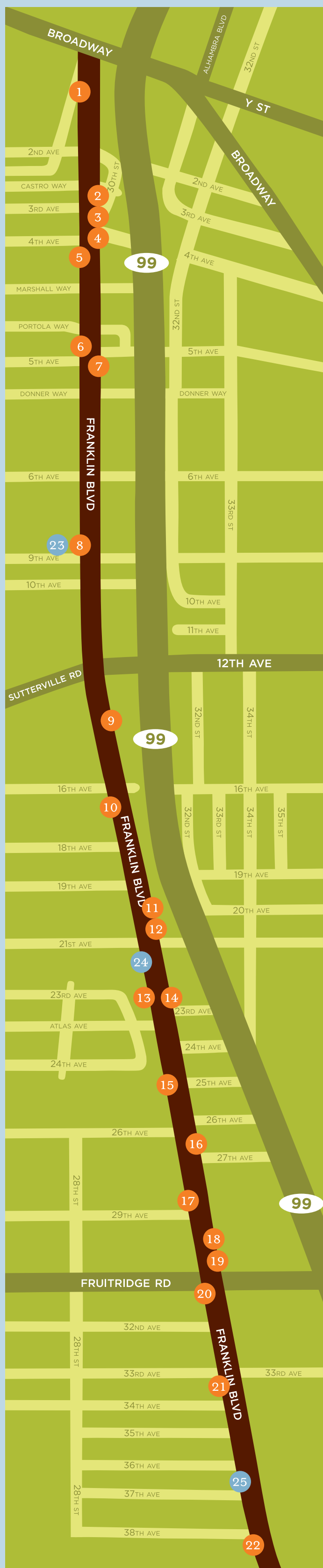
The temporary public art project features 25 artworks painted on the facades of businesses, cafes, schools, and other locations along the street. The artworks are painted in the style called “Plein Air”, a French term meaning ‘in the open air’ which refers to a process in which the artist paints a subject, on location, which is within his or her immediate view. In this case, the participating artists focused on the colorful sites along Franklin Blvd. The paintings, and the unique perspective of the artists, are meant to be visible from a car in transit, but viewed more intimately at a pedestrian level. They are purposefully restricted in size and at first glance seem to be more appropriate for a living room than the side of a building on a major Sacramento street. The paintings are meant to be temporary and could last from 6 months up to 10 years (if the people who do business and live in the neighborhood agree).

The mural project kicks off an artist residency program in 3 local schools, teaching 4th grade students visual arts skills while they look again at the businesses, organizations, natural vistas and homes that comprise their Franklin Boulevard community. Students will view the plein air paintings to explore how art can communicate ideas and to identify what the artists were trying to reveal about their neighborhood. Artists will teach students to use visual arts to explore their community and to create their own vision for its future.

The teaching artists will paint three of the 25 murals at a later date, which coincides with the 4th grade students' curriculum.

An exhibition of work at the Tangent Gallery features the work of the artists participating in the project.

Special Thanks to Tangent Gallery, the participating business and property owners, Vice Mayor Lauren Hammond, County Supervisor Roger Dickinson, County Supervisor Jimmie Yee, Sacramento Housing and Redevelopment Agency (SHRA), Illa Colin, and the Sacramento Unified School District for making the project possible.



ARTISTS AND ARTWORK LOCATIONS

- 1 Jim Marxen
ADR Design & Print - 2500 Franklin Blvd.
- 2 Patris Miller
Panagea Café - 2743 Franklin Blvd.
- 3 Hearne Pardee
Gunther's Ice Cream - 2801 Franklin Blvd.
- 4 Debra Hardesty
Tangent Gallery - 2900 Franklin Blvd.
- 5 Jeff Musser
Bud & Sons Furniture and Appliances - 2901 30th Street
- 6 Mark Bowles
Triple Exposure Studios - 2998 Franklin Blvd.
- 7 Barbara Legacy
Diego's Hair Studio - 3011 Franklin Blvd.
- 8 Jeffrey DeVore
Bret Harte Elementary School - 2751 9th Ave.
- 9 Juanishi Orosco
Broadway Costumes - 3945 Franklin Blvd.
- 10 Jaime Montiel
Hi-Fashion Fabrics - 4106 Franklin Blvd.
- 11 Andrew Patterson-Tutschka
Maria Louisa's Boutique - 4517 Franklin Blvd./ North Wall
- 12 John Pugh
El Regio Beauty Salon - 4517 Franklin Blvd.
- 13 David Peterson
Muffler Man - 4790 Franklin Blvd.
- 14 Stephanie Taylor
Unique T's & Graphics - 4717 Franklin Blvd.
- 15 Marie Dixon
Gala Formal Wear - 5002 Franklin Blvd.
- 16 Kenneth Spengler
Bob Leon Plastics - 5151 Franklin Blvd.
- 17 Dianne Mattar
New Home Building Supply - 5310 Franklin Blvd.
- 18 Joann Cochran
Franklin Center - 5383 Franklin Blvd.
- 19 Anthony Padilla
Jim Boys Tacos - 5551 Franklin Blvd.
- 20 Karen Dukes
Caballo Blanco - 5604 Franklin Blvd.
- 21 Nathan Myhre
International Tow Service - 5750 Franklin Blvd.
- 22 Juan Peña
St. Patrick's Thrift Store - 5960 Franklin Blvd.

SCHOOLS AND SITES

Opening November 14, 2009

- 23 Bret Harte Elementary School - 2751 9th Ave.
Artist: Susan Recely
- 24 Ethel Phillips Elementary School - 2930 21st Ave.
Artist: Kenneth Spengler
- 25 Maple Elementary School - 3301 37th Ave.
Artist: Andrew Patterson-Tutschka

OTHER ARTWORKS ON FRANKLIN BLVD.

- Juanishi Orosco and youth participants from South Sacramento
Mercado Loco Mural
3710 Franklin Boulevard
- Mosaic Windows by artists and participants from the Short Center
5151 Franklin Boulevard
- Juanishi Orosco
Joseph Rooney Police Station
5303 Franklin Boulevard
- Rita Alvarez
Mural on south wall of building
5385 Franklin Boulevard
- Front and back art: Andrew Patterson-Tutschka