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For Immediate Release

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San Francisco International Arts Festival Moves 2013 Dates to Coincide with America's Cup

Call for Local Artists and Organizations to Participate Informational Meeting to be Held on October 4

Calendar Editors Please Note

WHO: San Francisco International Arts Festival

WHAT: Artist Information Meeting: Presenting your work during America's Cup

WHERE: Room 1185, The Flood Building, 870 Market Street (@ Powell)

WHEN: 12:00pm Tuesday October 4, 2011, ADMISSION: FREE

RSVP REQ: info@sfiaf.org, [facebook.com/event.php?eid=215699741824791](https://www.facebook.com/event.php?eid=215699741824791)

MORE INFORMATION: 415-399-9554

September 26, 2011, San Francisco. The San Francisco International Arts Festival has announced that the 2013 Festival (the 10th anniversary of SFIAF) will move from May to take place from July 10 – September 22 to coincide with the 34th America's Cup. The organization will host an informational meeting for Bay Area artists and arts organizations on Tuesday October 4th to highlight how they can participate in the proceedings.

The City of San Francisco and race organizers have heralded the America's Cup as the third largest sporting event in the world. They predict the races will attract between 40,000 and 200,000 visitors a day (the higher end estimate on weekends), which equates to a total of more than six million attendees over the nearly two-and-a-half months of daily races. There are currently no official plans for a comprehensive cultural series to run alongside the races.

SFIAF Executive Director Andrew Wood pointed out, "If you were hosting either of the first two largest sporting events in the world (the Olympics or the football World Cup), then creating an arts festival to be an integral part of it would be mandatory. A city is not allowed to even bid to host a World Cup or an Olympics unless it has extensive plans to incorporate a festival into the program."

Wood said of the decision to move the dates of the Festival, "For Bay Area based artists and arts organizations of all types we think 2013 represents a tremendous opportunity for the local community to collectively coalesce around a grand idea and add a new dimension to the America's Cup. It provides a unique opportunity to create a coordinated citywide series of performing arts

events, visual arts exhibitions, installations and art happenings that truly complement what will be a summer of sharply increased global focus, interest and attention on the city of San Francisco.”

The decision to move the Festival from its traditional May dates came partly from looking at how other cities had utilized their artistic and creative resources during global sporting occasions. For example, there is ample anecdotal evidence that many people still fondly remember the arts festival that took place more than a quarter-of-a-century ago at the 1984 Los Angeles Olympics. SFIAF staff were also inspired by the words of Wende Cartwright—one of the people who was responsible for the Cultural Olympiad that was featured at the 2010 Vancouver winter games.

Ms. Cartwright observed, “If you counted every seat at every event in every venue at the Vancouver Olympics you would have a capacity of one million seats; 5.2 million people attended the Vancouver games. What do you think the other 4.2 million did? They experienced the Olympics through the arts.”

SFIAF has been making plans with a number of arts organizations for over a year to devise the program and raise funds for individual projects that will take place at SFIAF 2013. For example, ShadowLight Productions has already raised \$45,000 for its international collaborative project with Ainu artists from Japan. Similarly Antenna Theater of Sausalito working in collaboration with choreographer Lizz Roman has raised \$30,000 for a site-specific work about veterans and the effects of Post Traumatic Stress Disorder. Other local artists currently discussing and/or implementing projects for SFIAF 2013 include Rhodessa Jones, John Santos, FACT/SF, We Players, BurnsWork (the new identity of Foundry co-founder Chris Burns), the Carpetbag Brigade, Circo Zero, Liss Fain Dance, Somarts Cultural Center Gallery, Chinese Cultural Center, Erika Shuck's ESP Project and Amy Seiwert's Imagery. Altogether about 50 artist and arts organizations have helped in the planning for SFIAF 2013—particularly in how it pertains to the America's Cup.

Wood concluded, “We have done some good advance work with a handful of projects, but we really need to reach out to the rest of the arts community to get people thinking about their individual programs for 2013. Exactly two years from this week, America's Cup will already be over. Most arts grant deadlines for programs taking place in 2013 are in the next few months. We need to start planning in earnest now in order to do justice to the occasion and help make this the best America's Cup ever. After all, if Team Oracle wins, they might want to race here again in 2017.”

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