



**August 12, 2010; For Immediate Release**  
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## **ARTSPLASH 2010 OFFERS SWEET SURPRISES AND DOWN-TO-EARTH FUN**

Carlsbad, CA ... ArtSplash dives into Carlsbad on September 25-26, 2010. This Southern California destination event, which annually attracts some 30,000 visitors, features a colorful palette of family-friendly arts, music, entertainment and food. Parking and admission are free. Activities are free or reasonably priced. Proceeds – including Saturday's Taste at ArtSplash from 2-5 pm – benefit arts and music programs in North County schools.

ArtSplash takes place from 10 am-6 pm on Saturday and 10 am-5 pm on Sunday. The scenic venue on Armada Drive between Cannon Road and Palomar Airport Road offers a panoramic view of the Pacific Ocean, which complements the cornucopia of activities and opportunities at this al fresco autumn classic.

Chairperson Joni Miringoff believes the magic of ArtSplash lies in its accessibility. She explains, "In contrast to ordinary arts festivals, in which event-goers simply *view* art, ArtSplash invites people to *create* artworks of all kinds."

In addition to popular features visitors have come to enjoy – including magnificent replica paintings that come alive on the street as people watch and the Family Art Carnival in which children are encouraged to let their creativity soar with a variety of hands-on projects -- ArtSplash 2010 offers exciting new opportunities for inspiration.

In keeping with ArtSplash's focus on environmentalism, upcycled art will be available for viewing and doing. A silent auction of vintage furniture made better than new by creative professionals takes place throughout the two days. In a monumental portrait of caring, gently used clothing will be crafted into a huge picture, then dismantled and given to the needy.

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### **You've Got to Seed It to Believe it**

Another exciting down-to-earth feature will be seed art. Nationally renowned crop artist Cathy Camper will help event-goers turn seeds into beautiful mosaics. She should know how to do it, having created incredible portraits of Malcolm X and Frida Kahlo as well as commissioned pieces from weddings to the family dog. Camper says, "I will have artwork for viewing and for sale. I am looking forward to sharing anecdotes and advice with ArtSplash patrons."

### **From the Incredible to the Edible**

Saturday's Taste at ArtSplash will offer a delicious selection of local cuisine. Area schools receive half of each \$20 ticket sold. Tickets can be purchased in advance or on-site. Email [gduerst@sbcglobal.net](mailto:gduerst@sbcglobal.net) for a list of participating restaurants and ticket purchase sites.

Sunday will be particularly sweet. Ro Zinniger of RoZ's Sweet Art Studio in San Marcos is coordinating a delicious menu of activities, including a booth in which people can have their cake and eat it, too. Visitors can purchase a cupcake for \$2, then decorate it – with professional assistance – using diverse sprinkles and icings. Culinary experts will participate in a cake décor contest, with a resultant Gallery of Cakes. The Creative Confection Club of North San Diego will coordinate periodic Cake Walks. RoZ states, "I'm excited to participate in ArtSplash. I want to show people that art comes in all media. Sugar is definitely an artistic medium."

### **The Height of Entertainment**

On Sunday, fabulously costumed stiltwalkers will amaze and delight while buskers perform in the tradition of European street entertainment. Throughout the weekend, continuous live music will keep the beat on the street as people try their hand at diverse arts, enjoy delicious food and peruse juried fine art for sale. On Saturday at 12:20 pm, Carlsbad's beloved longtime Mayor Buddy Lewis, a staunch ArtSplash supporter, is scheduled to welcome the crowd in what will be one of his last official public appearances before retiring this fall.

### **Visit the Website, Then Plan to Visit ArtSplash**

"Supporting the schools is the prime reason for the event and our nonprofit organization," Miringoff confirms. "We call it a 'community celebration for arts education.' That is our reason for being. We hope that it's one of visitors' key reasons for being there. We want to celebrate the creativity inherent in people of all ages and walks of life." For additional information, please visit [www.CarlsbadArtSplash.org](http://www.CarlsbadArtSplash.org). See you on the street!