



Press Release

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FOR IMMEDIATE RELEASE

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Rosslyn is the New Home to State of the Art Cultural Center, Artisphere

October 6, 2010 – Rosslyn, VA – Rosslyn Renaissance, Rosslyn Business Improvement District (BID) and Arlington County today announced the grand opening of Artisphere – “Arlington’s Art Space for Everyone.” Artisphere will be open to the public for the first time this Sunday, **10-10-10**.

Artisphere combines the former Newseum space with the existing Spectrum Theatre to create a 62,000 square foot cultural campus. It features four distinct performance venues, a Wi-Fi café, three visual art galleries, and a 4,000 square foot ballroom that will bring regional, national and international cultural offerings to the area and will be available for private meetings and events. Artisphere will host more than 100 monthly events – seven days a week, 12 to 16 hours a day.

Artisphere provides the greater Washington area with access to the latest and most engaging works coming from the art world including performances from the Washington Shakespeare Theatre Company. In addition, Artisphere will offer arts courses on a variety of topics, including visual arts and multimedia arts.

“Artisphere is a new model for American cultural centers a unique techno-savvy arts space that offers interactive opportunities to participate in the creative experience. It will be a venue between work and home where people living and working in the Washington area can engage in the arts, challenge their intellect, or just hang out,” said Norma Kaplan, division chief, Arlington Cultural Affairs.

Artisphere is a public-private partnership that is part of Community Benefit Package for development of Rosslyn properties. To make Arlington County’s vision for Artisphere possible, Rosslyn BID pledged \$1 million in start-up funds and \$300,000 annually for the life of the center. The Rosslyn BID and its sister organization, Rosslyn Renaissance serve the Rosslyn community by enhancing its development and growth and promoting its uniqueness and strengths.

“Rosslyn BID and Rosslyn Renaissance are thrilled to be a part of the creation of this one-of-a-kind cultural center right here in Rosslyn,” said Cecilia Cassidy, executive director of both Rosslyn Renaissance and Rosslyn BID. “We are committed to making Rosslyn the permanent home for Artisphere and all of its exciting performances and artists.”

Today, press conference speakers – including Arlington County Circuit Court chief judge, Artisphere Gala co-chair and arts advocate, the Hon. William T. Newman – formally introduced Artisphere to local government officials, county and area-business leadership, and the media community. They announced that the opening weekend at Artisphere will feature a free concert by award-winning Afro-funk band

Chopteeth, newly-commissioned modern dance work by Bowen McCauley Dance, and a free performance by internationally renowned blues artist Memphis Gold.

For more information about Rosslyn BID programs, visit www.RosslynVA.org or follow Rosslyn BID and Rosslyn Renaissance on Twitter @RosslynVA.

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About Rosslyn BID:

Located in Arlington, Va., the Rosslyn Business Improvement District's (BID) mission is to maintain and grow Rosslyn as an exciting, convenient and urbane commercial center. Since its inception in 2003, the Rosslyn BID sponsors community concerts and events; beautifies Rosslyn's landscapes, parks, and public spaces; maintains Rosslyn's 17-block commercial office core through its Ambassador program; provides services for Rosslyn's homeless; supports public transit; and markets and promotes developments in Rosslyn. The Rosslyn BID is funded by a special tax paid by property owners in Rosslyn's commercial core. The Rosslyn BID is the sister organization to Rosslyn Renaissance, which plans for the future design and development of the greater Rosslyn area. Find the Rosslyn BID and Rosslyn Renaissance online at www.rosslynva.org.

About Arlington Cultural Affairs

Arlington Cultural Affairs creates an environment that encourages innovation and excellence within the Arlington arts community. A national model for regional arts support, Arlington Cultural Affairs was the first arts organization to with the Innovation in American Government Award from The Ford Foundation and Harvard University. Arlington Cultural Affairs provides programs and services that build community and transform lives by enhancing enjoyment and understanding of, and participation in, the arts. The unit is a Division of the Arlington County Department of Parks, Recreation and Cultural Resources.

About Artisphere

Artisphere combines the former Newseum space and the Rosslyn Spectrum (now the Spectrum Theater at Artisphere) as one jointly programmed, managed and marketed arts facility that will serve as a draw to Rosslyn, enliven street life and complement the next generation of Rosslyn redevelopment, while creating a critical mass of space that offers Arlington an exciting and diverse mix of cultural programming.