



1101 Wilson Boulevard | 703 875 1100 | www.artisphere.com

MEDIA:

Artisphere

Annalisa Meyer

703-875-1124

ameyer@arlingtonva.us

Barroso Inc.

Joahna Hernandez

240-586-1102

info@oaxacaindc.com

FOR IMMEDIATE RELEASE: March 16, 2011

[Images available upon request.](#)

**THE VOTES ARE IN—THE PUBLIC WANTS TO EAT
HERE**

**ARTISPHERE CELEBRATES RESTAURANT NAMING AND LAUNCH FRIDAY, APRIL 1 WITH A FREE
PUBLIC PARTY**

Fort Knox Recordings' Thunderball and DJ Rex Riddem to Perform

ARLINGTON, VA—Following a public naming contest and vote, [Artisphere](#) and restaurant group Barroso Inc. are thrilled to announce that **HERE** was selected by the public as the name for Artisphere's new restaurant and full bar—a signature feature of the Washington, DC area's newest urban arts center.

The winning name entry was submitted by **Bonnie Imlay** of Silver Spring, Maryland. The two finalists, "Artesano" and "También," were submitted by Berard Tierney of Arlington, Virginia and Mary Sheridan of Arlington, Virginia respectively. The naming contest, a collaboration with the *Washington Post Express*, generated more than 530 submissions from February 8 to 18. Public voting for the top three entries was from March 1 to 11.

To celebrate the opening of **HERE**, Artisphere and Barroso Inc. are throwing a **free public launch party** on Friday, April 1 from 8pm-11pm. Registration is required and limited to 300 guests. The public can [register starting today](#) via Artisphere's website. The celebration features a live performance and visual projections by Fort Knox Recordings' funky trio [Thunderball](#) followed by beats spun by [DJ Rex Riddem](#), hourly drawings for door prizes, surprise programming and the reveal of a new art installation. All launch party attendees will receive a free drink at the bar, enjoy samplings of the restaurant's cuisine and are encouraged to explore Artisphere.

In addition to the April 1 launch party, Artisphere will also be hosting a daytime open house for its neighbors in the 1000, 1100 and 1101 Wilson Boulevard office buildings, employees of local Rosslyn businesses, members of the Rosslyn Business Improvement District and Rosslyn Renaissance and hotel

concierges on Thursday, March 31 from 11am to 2pm. Brazilian combo [Origem](#) will play a live set and there will be hourly drawings for lunch for two and tickets to Artisphere events. Registration is required; please access [Artisphere's website](#).

As the grand prize naming contest winner, Ms. Imlay will receive a private dinner for eight in Artisphere's [Terrace Gallery](#) catered by **HERE** plus tickets for eight to an Artisphere event and eight reservations to the April 1 launch party—the total prize value is \$2750. The remaining two finalists will receive a pair of tickets to an Artisphere event of their choosing and dinner and drinks at the restaurant plus reservations for two to the April 1 launch party. Members of the public who voted for their favorite name received a discount coupon code for select Artisphere March events.

The public naming contest for the restaurant underscores Artisphere's continued commitment to involve the community in its development. In fact, the name "Artisphere" was the result of a public vote that occurred from December 2009-January 2010.

Open the same hours as Artisphere, **HERE** promises to be a modern and exciting addition to Rosslyn's daytime dining, happy hour and nightlife scene. Its menu will feature a seasonal menu of comfort food with Latin flavors made from locally-sourced and fresh ingredients. The restaurant will also offer delicious alternatives to the usual intermission concession items, including homemade guacamole, fire-roasted salsa and chips, and inventive recreations of American and Latin comfort food. Patrons will now be able to grab a bite or enjoy a drink before, after or during their adventure in Artisphere's 62,000 square foot cultural campus. Artisphere's focus on being a less formal arts space includes welcoming patrons to take a drink from the bar and wander through its galleries and performance venues.

Restaurant group Barroso Inc. is run by native Arlingtonians Karen Barroso and Rolando Juárez who decided to honor their roots by bringing the authentic and traditional flavors of Mexican cuisine to the Washington, DC area. [Guajillo](#) (Arlington) opened more than ten years ago in Arlington and was the first traditional and authentic Mexican restaurant in the area. In 2007, Barroso Inc. opened [Casa Oaxaca](#) in Adams Morgan, which specializes in Southern Mexican food as well as a full catering service.

Artisphere is a new breed of urban arts center that features four distinct performance venues, three visual art galleries, a 4,000 square foot ballroom, a free Wi-Fi Town Hall and **HERE**, a restaurant and bar. Artisphere is located at 1101 Wilson Boulevard in Arlington, Virginia, two blocks from the Rosslyn Metro (blue/orange) and within walking distance of Georgetown. Artisphere is open Monday through Friday from 11am to 11pm; Saturday from 11am to 2am and Sunday from 11am to 6pm. Admission to Artisphere and all its visual art galleries is free; there is a cost for ticketed events. Artisphere is pleased to offer its patrons free parking evenings after 5pm and on weekends. Artisphere is wheelchair accessible. Sign-language interpreters available on request for events; two weeks advance notice requested; TTY: 703-228-1855. For more information about Artisphere and its wide array of programming, visit www.artisphere.com.

Artisphere is managed by Arlington County's Cultural Affairs Division and supported in part by the Rosslyn Business Improvement District and individuals, corporations and foundations.

###

FACTS: HERE AT ARTISPHERE APRIL 1 LAUNCH PARTY AND MARCH 31 ROSSLYN OPEN HOUSE

HERE AT ARTISPHERE FREE PUBLIC LAUNCH PARTY

Friday, April 1

8pm-11pm

Registration

- Limited to 300 guests.
- Register via Artisphere.com [<http://bit.ly/eGTElb>]

Entertainment

- **[Thunderball](#) and [DJ Rex Riddem](#) (Fort Knox Recordings)**
Rob Myers, Steve Raskin and Sid Barcelona are the masterminds behind Thunderball, a Washington, DC-based trio whose style combines live-instrumentation, DJ beats, jazzed-out guitars, deep orchestrations and floor-stomping rhythms. Thunderball has received praise from *Rolling Stone* and has released four full-length recordings including their latest, *12 Mile High*, on Thievery Corporation's ESL Music. DC native DJ Rex Riddem's eclectic style ranges from laid-back samba and breakbeats to Latin infused funk and hot-stepping drum n' bass.

HERE AT ARTISPHERE ROSSLYN NEIGHBORHOOD OPEN HOUSE

Thursday, March 31

11am-2pm

- 11am-12noon: 1000, 1100 + 1101 Wilson buildings hour
- 12noon-1pm: Hotel concierge hour
- 1pm-2pm: Rosslyn neighbor/Rosslyn BID/Rosslyn Renaissance Member hour

Registration

- Register via Artisphere.com [<http://bit.ly/eBXyAO>]

Entertainment

- The Brazilian music group **[Origem](#)** has been performing in the Washington metropolitan area for over 15 years, fostering public awareness of Brazilian culture through their music. Origem has performed in many local and national music festivals and venues such as the Kennedy Center, Carter Baron Amphitheater, The National Gallery of Art, the Taste of D.C. Festival, and the Smithsonian Folk Life Festival. Origem's co-founders and leaders, Alejandro and Leonardo Lucini, have both been nominated as "Best Latin Musicians" by the Washington Area Music Association (WAMA).

ABOUT ARTISPHERE

Address/Contact

Artisphere
1101 Wilson Boulevard
Arlington, VA 22209

Phone: (703) 875-1100

TTY: (703) 228-1855

Please note that Artisphere's Spectrum Theatre is directly adjacent to Artisphere's main building and is located at 1611 N. Kent Street.

Tickets

Tickets for all events, unless otherwise noted, are available for advance purchase online through tickets.artisphere.com. Tickets are also available for purchase through the Box Office Call Center at (888) 841-2787.

Online

Follow us on [Facebook](#) and [Twitter](#).

Hours

Monday–Friday, 11am–11pm

Saturday, 11am–2am

Sunday, 11am–9pm

Terrace Gallery Hours of Operation

Monday to Saturday: 11am-9pm

Sunday: 11am-6pm

Metro

Two blocks from Rosslyn Metro (blue/orange)

Parking

Free parking with validation on evenings (after 5pm) and weekends. For events at Artisphere (1101 Wilson) use the N. Kent Street garage entrance; validate at Artisphere's Front Desk. For events at Artisphere's Spectrum Theatre (adjacent to Artisphere and located at 1611 N. Kent) use the Arlington Ridge Road garage entrance. No validation needed for Spectrum Theatre events.

