

SIXTEENTH ANNUAL  
LOS ANGELES  
ART SHOW 2011  
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Education

The J. Paul Getty Museum



THE ART OF ELYSIUM

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**LOS ANGELES ART SHOW 2011 OPENING NIGHT PREMIERE PARTY PROCEEDS  
WILL BRING 'ART TO KIDS, AND KIDS TO ART'**

*Opening Night Preview Supports The Art of Elysium and  
Title One School Visits to The Getty Museum*

The Los Angeles Art Show  
January 20-23, 2011  
Preview Benefit Party – January 19, 2011  
Los Angeles Convention Center

(Los Angeles, CA – October 2010) Proceeds from the 16<sup>th</sup> Annual Los Angeles Art Show Opening Night Premiere Party will enable official Preview beneficiary *The Art of Elysium* to expand its program to bring arts to critically ill hospitalized children and increase substantially the number of school children who visit the Getty through the Getty Museum's Education Department program for Title One School visits. Taking place on Wednesday, January 19<sup>th</sup>, 2011 at the Los Angeles Convention Center, the Los Angeles Art Show Opening Night Premiere Party promises to be a high-profile and sophisticated event that supports two worthy causes.

"Gaining access to cultural institutions in a city as expansive as Los Angeles puts a significant amount of financial stress on schools," explains Toby Tannenbaum, assistant director for Education at the J. Paul Getty Museum. "In response, we have made a commitment to providing bus funding to local Title I schools in order that lack of transportation funds not be an impediment to visiting the Getty. Funds raised from the opening night premiere party will help increase the number of students we will be able to bring to the Getty Museum."

With more than 4,000 patrons in 2010, the Los Angeles Art Show Opening Night Premiere Party has consistently drawn attendees who love art, including museum patrons, political dignitaries, collectors, celebrities, and supporters of arts education including: Lisa Ling, James Franco, Brad Garrett, Victor Garber, Steve Martin, Rhea Perleman, Ethan Suplee, Martin Sheen, Emilio Estevez, Eric La Salle, and Michael York, as well as art patrons Eli Broad and Gayle Roski. The Opening Night Premiere Party provides a first-look at the Los Angeles Art Show. More than \$1 million of artworks were sold during the opening night at the 2010 show.

This year, a portion of the proceeds from the Los Angeles Art Show Opening Night Premiere Party ticket sales will be donated to The Art of Elysium. Through The Art of Elysium programs, volunteer artists have the opportunity to work with children, adolescents and families in both small and larger group settings for 90-120 minutes in various inpatient and outpatient medical environments. The Art of Elysium provides a wide range of fine and performing arts workshops and activities designed to help children cope with the difficult emotional challenges of illness and hospitalization, promote opportunities for growth and development, encourage socialization, and provide exposure to various artistic skills and disciplines. The Art of Elysium's programs for hospitalized youth include Fine Arts, Fashion Design, Music, Media/Theatre Arts, and Arts-Based Self-Esteem Programs.

"The Art of Elysium is honored to be the beneficiary of this year's Los Angeles Art Show Opening Premiere Event. 2011 marks our 14<sup>th</sup> year of programming in the greater Los Angeles area and this fundraiser will allow us to continue producing our original artistic workshops. The Art of Elysium fosters an environment where hospitalized children can share their unique creative voice. We are proud to partner with the J. Paul Getty Museum to support arts education in Los Angeles, providing more children with the ability to experience the arts," states Jennifer Howell, founder of The Art of Elysium.

Proceeds generated from Opening Night Premiere Party ticket sales will also fund visits for students from Los Angeles area schools to the Getty Museum, through the Museum's fully-subsidized Title One bus transportation program. This program ensures that as many students as possible from throughout Los Angeles can visit the Getty and experience its collection and the site through guided and self-guided visits and architecture and garden tours. Each year, more

than 100,000 students and their teachers visit the J. Paul Getty Museum at its two locations. These visits provide young people the opportunity to have direct experiences with original works of art.

Presented by the Fine Art Dealers Association ([FADA.COM](http://FADA.COM)), the Los Angeles Art Show will take place from January 19-23, 2011 at the Los Angeles Convention Center, West Hall A, 1201 South Figueroa Street, Los Angeles, CA 90015. Preview Benefit Party tickets are \$125. For additional information about the Los Angeles Art Show, and the Preview Benefit , please visit [www.laartshow.com](http://www.laartshow.com). For additional information about The Art of Elysium, please visit [www.theartofelysium.org](http://www.theartofelysium.org). General admission to the Los Angeles Art Show, January 20-23, is \$20. Media inquiries please contact Agnes Gomes-Koizumi at [agnes@agkmedia.com](mailto:agnes@agkmedia.com) or call 323-937-5488.

**About the Fine Art Dealers Association:**

The **Fine Art Dealers Association** celebrates thirty years as a respected nonprofit membership association comprised of established national and international art dealers. FADA members are dedicated to promoting the highest degree of professionalism, scholarship, and integrity and offering quality works of art whose authenticity is guaranteed. Membership is by invitation only. For additional information please visit [FADA.COM](http://FADA.COM)

**About the Art of Elysium:**

**The Art of Elysium** is a non-profit 501 (c) 3 organization, founded in 1997 by Jennifer Howell, which encourages actors, artists, and musicians to voluntarily dedicate their time and talent to children who are battling serious medical conditions. They provide artistic workshops in the following disciplines: acting, art, comedy, fashion, music, radio, songwriting, and creative writing. They work with numerous hospitals and hospices throughout Los Angeles, California and began servicing hospitals in New York, New York in 2009. For more information on The Art of Elysium please go to [www.theartofelysium.org](http://www.theartofelysium.org).

**About the Getty Museum Education Department**

Since 2005, the J. Paul Getty Museum's Education Department has been offering fully-subsidized bus transportation to Title One schools, annually bringing more than 100,000 students and their teachers to the Getty Museum's two locations. In addition to these introductory visits, the Department partners with school communities and cultural and community organizations to develop opportunities for longer-term, in-depth learning experiences aimed at providing young people a direct experience with original works of art. In addition to its strong commitment to K-12 students and their teachers, the Museum's Education Department also provides a vast array of programs and materials for children and their families, post-secondary faculty and students, and adults and scholars. For additional information, please visit [www.getty.edu/education](http://www.getty.edu/education)