



Discover what's up in the heart of downtown

Call for Participation: Visual Smörgåsbord

An informal collective of Congress Avenue museums and galleries has formed to create a new monthly (every 2nd Thursday) series of themed, open house style experiences called: *I Art Congress*. The free series is meant to showcase the avenue in a fun, participatory, easy, and consolidated way so that people can discover the broad variety of arts, entertainment, dining, shopping, and nightlife that's happening here.

Next Event: Visual Smörgåsbord April 14, 2011 from 6-9 pm

Texas Biennial, Art Week Austin, Fusebox Festival, AMOA's *New Art in Austin: 15 to Watch*, Sam Coronado at Mexic-Arte and more. April 2011 will be an incredible month for visual art in Austin and you can fill up on an artistic buffet here. All you care to see! Experience: Guided exhibitions, talks, and installations. *25 businesses participated in both February and March.*

Ideas:

- Host an artistic group or organization that don't have a Congress presence for an installation or information or related experience;
- Have a participatory art project available;
- Showcase art inside or outside your Congress Ave. business;
- If you already show art, have the artist or docents on hand.

We want you to participate by:

- Offering something special with our theme that evening;
- Allowing an artist/group to program something in your space.
- Cross promoting our social media with yours!

PARTICIPATION is easy, email your idea and/or Congress Ave address to info@iartcongress.com by April 11 at noon. The earlier the better. **YOU BENEFIT:** *Increased foot traffic, customers, and awareness along with free PR!*

I Art Congress Mobile "Web App"

To the right, you will see a mock-up of our mobile site, optimized for smart phones. This tool allows us to present a dynamic, up to the moment, and location aware tool to both promote the evening's happenings and to guide participants from spot to spot. This is not an app, but rather a website designed to be more easily viewed and used on several mobile platforms. It can be updated after each event to reflect the known details of the next, and can also be a platform for sponsors and advertising parties. If you submit your themed event by Monday, April 11 - it will be included!

