



Atlanta's New Festival of Firsts

ATLANTA (Sept. 30, 2002) – Everything in Atlanta's arts community will be a first from Oct. 18 - Nov. 3, 2002, as the city welcomes its newest festival, First Glance Atlanta. Atlanta venues will showcase new and innovative theater, dance and performance being created by the city's performing arts community. The festival is a collaborative effort among The Atlanta Convention & Visitors Bureau (ACVB), the Atlanta Coalition of Performing Arts and more than 40 local arts organizations, with performances taking place at venues throughout greater Atlanta.

First Glance Atlanta will provide an opportunity for newcomers and aficionados alike to experience the pioneering work of Atlanta's arts community. From a locally written play inspired on the corners of Ponce de Leon Avenue to dance with Yoko Ono's original tunes, Atlanta's arts community is an innovative scene that brings artistic inspiration to life on local stages. The festival will showcase a variety of original works, performances never seen in Atlanta and new interpretations of old favorites.

"First Glance Atlanta will present a range of new work in the performing arts, including diverse works in scale and experience," said Del Hamilton, artistic director of 7 Stages and First Glance Atlanta co-producer. "The number of performances over a condensed period of time will provide an avenue of exploration for fans of Atlanta's arts community as well as residents and visitors unaware of the unique work being presented here on an ongoing basis."

In addition to performances, the Opening Weekend (Oct. 19 – 20) will include a series of interactive workshops and discussions that will invite audiences to learn how new work develops and its path to the stage. The festival will allow curious audience members to experience all that is new in Atlanta's arts community during a condensed period of time. First Glance Atlanta is designed to build long-lasting relationships between audiences and the area's performing groups by offering hands-on experiences during the Opening Weekend – from workshops on how to write a play to a crash course in stand-up comedy to an afternoon of creative writing and movement. The Opening Weekend will give audience members a deeper, more personal look inside the art they watch during the rest of the festival.

"Atlanta is filled with fantastic theaters, dance troupes and performing arts venues, and the collaborative effort that has produced First Glance Atlanta will showcase this talent for our arts community," said Jo Ann Haden-Miller, ACVB cultural tourism director. "The ACVB is proud to be a part of this collaboration that reinforces Atlanta as the cultural capital of the Southeast."

The concept of a regional performing arts festival focusing on new work has come to life through the support of the ACVB Cultural Tourism Initiative. In 1997, the ACVB created a marketing-focused initiative with a mission to enhance the cultural reputation of Atlanta through awareness, advocacy and development of Atlanta's cultural assets, resulting in increased market activity. More than 70 Atlanta arts and cultural organizations participate in this initiative, which is supported by The Coca-Cola Company.

For more festival information, visit www.firstglanceatlanta.com or stop by one of the ACVB Visitor Centers located at Lenox Square, the Georgia World Congress Center, Hartsfield International Airport or Underground Atlanta.

First Glance Atlanta is a premiere citywide festival celebrating performances of new work in theatre, dance and performance art developed by established and emerging companies throughout the greater Atlanta area. First Glance Atlanta is intended to increase and enhance the production and appreciation of new work and the performing arts. The festival is a collaborative effort among more than 40 local arts organizations, with the Atlanta Convention & Visitors Bureau's Cultural Tourism Initiative serving as the presenting partner. Other partners include the Atlanta Coalition of Performing Arts, The CF Foundation, Inc., American Express Company, DeKalb Council for the Arts, Fulton County Arts Council, Delta Air Lines, the Coca-Cola Foundation, the Woodruff Arts Center and the Loidans Foundation.

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