

1260 7TH STREET
OAKLAND, CA 94607

Celebrating a decade of flames.



T: 510.444.0919
F: 510.444.0918

WWW.THECRUCIBLE.ORG

FOR IMMEDIATE RELEASE

Contact: Jan Schlesinger jan@thecrucible.org
415-595-1184 or 510-444-0919 Ext. 109

April 18, 2009

Fire & Light Soirée and Art Auction Returns to The Crucible's Fire Arts Festival® Saturday, July 18, 2009

This July *The Crucible's 9th Annual Fire Arts Festival*, a spectacular open-air exhibition of astounding performances, fire sculpture and interactive art, will light up the evening sky at The Crucible's new Fire Arts Arena in West Oakland. On Saturday, July 18th, guests attending the Fire & Light Soirée will celebrate the final evening in style with a red carpet reception, drinks and dinner beneath a giant tent canopy, and the chance to bid on some of the Bay Area's most stunning fine art in a live art auction.

An elegant closing night event has been a tradition since The Crucible began this annual celebration of creativity through fire and light in 1999, but was absent from last year's event. In celebration of The Crucible's 10th Anniversary, the Soirée is back and takes place in an exclusive tent on site at the new Fire Arts Arena. After enjoying a special catered dinner, the excitement mounts as guests bid on an array of unique fine art crafted in glass, metal, wood, and more.

Post-Soirée, guests will step into the spectacular Fire Arts Festival, complete with music, dance, and acres of art installations. Soirée guests also have access to the Festival's Patron Pavilion: a VIP Lounge with hosted bar, relaxed seating, premium stage views throughout the night, and an art lottery where guests can enter to win even more beautiful pieces of art.

This special night helps support Bay Area artists, and provides a VIP experience as only The Crucible can provide. Soirée tickets range from \$250 for an individual ticket to \$10,000 for a major sponsorship. Soirée tickets and sponsorships are partially tax-deductible, and support The Crucible's year-round arts education programs. To learn more and purchase Soirée tickets, visit: <http://www.thecrucible.org/fireartsfestival/soiree09.html>

The Crucible's annual Fire Arts Festival runs July 15 through 18 and showcases the largest collection of fire and light sculptures in the West Coast, with four fire-filled nights of fun for everyone. The expansive new location is nearly three times larger than last year, and accommodates even more and larger art installations, performance areas, food and merchandise vendors than any previous festival. The 10-acre Fire Arts Arena is located in Oakland at the foot of the Bay Bridge, off West Grand Avenue at Wake Avenue, near the Oakland Army Base. Easily accessed and visible from all major freeways, the new location offers large free parking areas for those who drive, and free shuttles will run from West Oakland BART.

This year's featured musical performance will be the world premiere of Dan Cantrell's *The Rootabaga Opera*, based on Carl Sandburg's Rootabaga Stories. The commissioning and production of this world premiere is made possible by The Wallace Alexander Gerbode Foundation and The William and Flora Hewlett Foundation Emerging Composers 2007 Initiative. In addition, on the main stage each evening will be a variety of performances to awe and amaze; from circus arts and fire performers to aerial artistry.

1260 7TH STREET
OAKLAND, CA 94607

T: 510.444.0919
F: 510.444.0918

Celebrating a decade of flames.



WWW.THECRUCIBLE.ORG

For calendar editors:

What:

The Crucible's Fire & Light Soiree and Art Auction

An elegant evening to celebrate the finale of the 9th Annual Fire Arts Festival, with private access to the Festival, red carpet reception, drinks and catered dinner beneath a private tent, live art auction and many special amenities, including access to the Patron Pavilion, where you'll enjoy an exclusive entrance, preferred seating, hosted bar, complimentary preferred parking, and other amenities. **Soiree Tickets & Sponsorships: \$250 to \$10,000**

When:

Saturday, July 18th 5:00 PM

Where: The Crucible's **NEW** Fire Arts Arena, at the foot of the Bay Bridge, off West Grand Avenue at Wake Avenue, near the Oakland Army Base. FREE shuttle service provided from West Oakland BART. Map and detailed directions on our website.

General Festival Admission - Tickets available on line at www.thecrucible.org

Advance Purchase: \$35 for July 15, \$40 for July 16, \$45 for July 17, and \$50 for July 18; Ticket prices include all service charges. We recommend advance purchase of tickets, as events at The Crucible usually sell out.

At the Door: \$40 for July 15, \$45 for July 16, \$50 for July 17, and \$55 for July 18 Crucible members receive a \$5 discount on all ticket purchases.

About The Fire Arts Festival

Designed & Produced by Michael Sturtz, Executive Director of The Crucible, featuring an amazing cast of artists, dancers and performers that reflects the diversity of the Bay Area's arts community, from classically trained musicians to outrageous fire performers; mind-boggling sculpture and art, and The Crucible's talented crew of blacksmiths, metal casters, and glassworkers.

The commissioning and production of Dan Cantrell's *The Rootabaga Opera* is made possible by The Wallace Alexander Gerbode Foundation and The William and Flora Hewlett Foundation Emerging Composers 2007 Initiative.

This event benefits arts education programs for youth and adults at The Crucible.

About The Crucible

The Crucible is a non-profit arts education center that fosters a collaboration of arts, industry, and community by teaching and showcasing fire, metal, glass, and light art. Founded in 1999, The Crucible currently offers more than 700 classes to nearly 5,000 students annually in everything from bronze casting to neon, welding to glass working, blacksmithing to fire dancing, textiles to woodworking. Proceeds from the Fire Arts Festival support The Crucible's art education programs. To purchase tickets, find out about classes at The Crucible, or learn more about the Fire Arts Festival, call 510-444-0919 or visit www.thecrucible.org/fireartsfestival.

Public info: 510.444.0919; <http://www.thecrucible.org/fireartsfestival>

Press contact: Jan Schlesinger jan@thecrucible.org Office: 510-444-0919 Ext. 109 Cell: 415-595-1184

Photos: High-resolution photos available on request