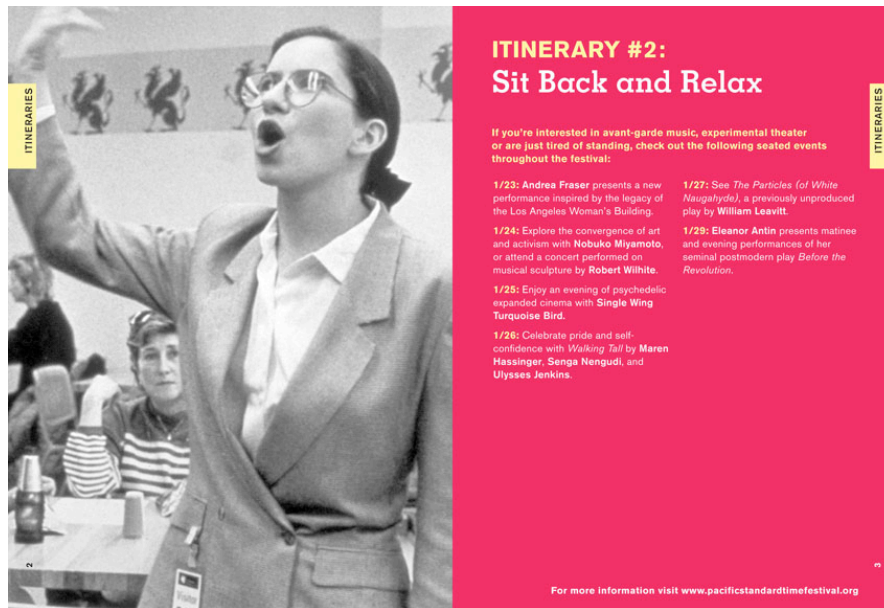


For Immediate Release

ForYourArt



ForYourArt ANNOUNCES PRODUCTION OF THE OFFICIAL PACIFIC STANDARD TIME PERFORMANCE AND PUBLIC ART FESTIVAL GUIDE

**FREE Essential Companion to the Festival Includes
Curated Itineraries and Complete Event Checklist**

**Cultural Tastemakers and Observers Participating As
“Festival Correspondents”
Will Cover the Festival Live Via Social Media**

January 12, 2012 (Los Angeles, CA)—ForYourArt, the online definitive source for opportunities to see, collect and learn about art in Los Angeles, announces the production of the official guide to the Pacific Standard Time Performance and Public Art Festival, which will run from January 19-29, 2012.

ForYourArt organized the content for the Guide into an easy-to-use essential source for experiencing the Festival and documentation of its offerings. The Guide contains something for everyone: from those ambitious and enthusiastic to take full

advantage of all Festival events and programs, to those who would like more direction based on location and activity.

Lauri Firstenberg, Founder and Director of LA><ART and Co-Director of the Festival with Glenn Phillips, Principal Projects Specialist and Consulting Curator at the Getty Research Institute, note, “We are thrilled to partner with ForYourArt to reach a larger public on the occasion of the Festival—an unprecedented series of collaborations between arts organizations of all scales coming together under the rubric of Pacific Standard Time with the incredible support of the Getty Foundation.”

In order to stay in touch with all the happenings and news during the Festival, the Guide includes information on the Festival Correspondents who will be covering activities throughout Southern California in real time via blogs, Twitter, and Facebook. ForYourArt will re-post their coverage of the festival on ForYourArt.com and coverage will also appear on pacificstandardtime.org.

To celebrate the Festival and Guide, ForYourArt and **Band of Outsiders** will distribute a limited number of specially-designed tote bags at the Black Box, a performance space created by artist **Liz Glynn** where anything can and will happen, unannounced. Black Box will be open at 830 Highland Avenue in Los Angeles every night of the Festival from 8pm onwards.

The Guide contains event checklists and comprehensive daily schedules along with neighborhood maps for easy navigation, offering three curated itineraries based on the type of event: “Outdoor Spectaculars,” Sit Back and Relax,” and “Off the Beaten Path.”

To give readers visual context for the Festival, the Guide highlights archival images of performances from Judy Chicago, Andrea Fraser, John White, Lita Albuquerque, Eric Orr, Leslie Labowitz, Eleanor Antin, Suzanne Lacy, among others, which will be referenced or re-performed during the Festival. As a special treat to Guide holders, the original scores from Allan Kaprow’s performances of *Meters* and *Easy* from 1972 are reproduced.

The Pacific Standard Time Performance and Public Art Festival Guide will be available at various locations around Los Angeles including LA><ART, the Hammer Museum, LACMA, and more. Check ForYourArt.com for a complete list of locations.

The Guide can also be downloaded at pacificstandardtimefestival.org

Photo credits: (left) Andrea Fraser, *Museum Highlights: A Gallery Talk*, 1989; performance, Philadelphia Museum of Art; photo: Kelly & Massa Photography; (right) sample itinerary from the ForYourArt Festival Guide.

About ForYourArt | www.ForYourArt.com | @ForYourArt

ForYourArt is committed to providing insightful cultural information and recommending ways in which readers can engage with exceptional arts organizations.

ForYourArt actively produces collaboration for arts promotion. Clients and partners have included Ovation, The J. Paul Getty Trust/Pacific Standard Time, Los Angeles Department of Cultural Affairs and Alumnos 47. At the Coffee Bean & Tea Leaf—a popular chain of Los Angeles cafés—ForYourArt partners with the Effect LA in-store network to encourage their millions of annual visitors to stop by area museums.

ForYourArt is proud to support the Institute of the 21st Century, a non-profit initiative for Hans Ulrich Obrist's Interview Project, and L.A.P.D. – LA><ART's Public Art Initiative with ForYourArt. Founder Bettina Korek is a member of the Los Angeles County Arts Commission.

About Pacific Standard Time Performance and Public Art Festival

The Pacific Standard Time Performance and Public Art Festival will transform Southern California over eleven days from January 19-29. Featuring more than 30 major performances and large-scale outdoor projects, the festival will include new commissions, reinventions, and restagings inspired by works created by artists during the Pacific Standard Time era. The festival is organized by the Getty Research Institute and LA><ART; support is provided by the Getty Foundation.

pacificstandardtimefestival.org

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PERFORMANCE AND
PUBLIC ART FESTIVAL



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