

The 30th Annual HOUSTON ART CAR Parade



FOR IMMEDIATE RELEASE

ORANGE SHOW CENTER FOR VISIONARY ART PRESENTS 30th ANNUAL HOUSTON ART CAR PARADE WEEKEND

April 6 – 9, 2017

*Cheech Marin, Ocean of Soul, Calliope Musicals, and 250 dazzling Art Cars
will be featured over four days*

Houston, TX (aka Art Car Capital of the World) – The Orange Show Center for Visionary Art is proud to announce the festivities surrounding the **30th Anniversary of the Houston Art Car Parade Weekend**, the largest gathering of its kind in the world and one of Houston's most beloved annual events. Over the past 30 years, the Houston Art Car Parade has grown from a small group of like-minded individuals making a statement on the streets, to a celebration of personal artistic expression, with 250 mobile masterpieces from across the country rolling through downtown Houston to hundreds of thousands of spectators. The four-day party, this year chaired by **Tracy and Glen Lerner**, kicks off on Thursday, April 6th with the **Main Street Drag** and **Sneak Peek at Discovery Green on the Avenida**, it continues Friday, April 7th with **The Legendary Art Car Ball**, and culminates on Saturday, April 8th with the main event – **The Houston Art Car Parade** – taking over Smith Street in Downtown Houston. Over \$10,000 in prize money will be awarded to artists in various categories the following day, Sunday, April 9th, at the **Houston Art Car Parade Award Ceremony** at Smither Park.

Texas Southern University's own **Ocean of Soul** will lead the parade with their signature sound, heavy beat, precision drills, and intricate dance routines. Ocean of Soul has performed across the country in high profile events including the halftime show of Super Bowl XXXVIII and TSU alumnus Michael Strahan's Pro Football Hall of Fame induction ceremony.

Orange Show Center for Visionary Art is honored to have as the Houston Art Car Parade Grand Marshal actor, director, comedian, author, and Chicano art collector **Cheech Marin**. Best known as one half of the irreverent, satirical, counter-culture, no-holds-barred duo Cheech and Chong, Marin is a paradox in the world of entertainment and widely acknowledged as a cultural icon. Beyond his acting career which includes individual appearances in over 20 films including *Tin Cup*, *Desperado*, *From Dusk Til Dawn*, and *Once Upon A Time in Mexico*, television roles in *Nash Bridges*, *Lost*, and *Jane The Virgin*, and voice work in the Disney animated children films *The Lion King* and *Cars* franchise, Marin

contributes time and energy to promoting Chicano art. Since the mid-1980s he has developed the finest private collection of Chicano art in the United States. Marin will be in Houston all weekend to lead the parade and promote his memoir “Cheech Is Not My Real Name... But Don’t Call Me Chong!”

The 30th Annual Houston Art Car Parade icon and graphics were designed by artist and designer **Jermaine Rogers**, whose career includes designing posters for a wide variety of musical acts including Tool, Deftones, Radiohead, Tori Amos, David Bowie, The Cure, Neil Young, and many others. His work is cataloged among the permanent collections of the Rock & Roll Hall of Fame in Cleveland, OH and the Experience Music Project in Seattle, WA. Commemorative posters will be available for sale along the parade route and at each event surrounding the 30th Annual Houston Art Car Parade Weekend.

An important aspect of the Houston Art Car Parade each year is the **educational outreach opportunities** and recruiting schools and youth groups to participate. For the 30th Anniversary, the Houston Art Car Parade will feature more youth-related entries than ever – **a total of 27** – featuring creations by elementary, middle, and high school students under the instructions of their art teachers and mentors. In addition, **Lowriders and SLABs** will make appearances in this year’s parade, showcasing two of the most notable car-cultures represented in Houston. Artists from across the country, Canada and Mexico, will descend upon Houston during the weekend, presenting a wide array of entries, from bike and skater groups to musical performances, artistic contraptions, painted vehicles, political statements, and more.

30th Annual Houston Art Car Parade Weekend Schedule:

THURSDAY, APRIL 6

Main Street Drag

9am – 1pm – All Over Houston

An annual Houston Art Car Parade tradition, the Main Street Drag brings the parade to the people, allowing those who may be unable to attend Saturday’s main event an opportunity to preview some of the participating art cars, meet with the artists, and experience first-hand the “drive to create!” This year, the Main Street Drag will run along six routes throughout Houston, starting from Memorial Park and stopping at schools, hospitals, nursing homes, and other locations. Many of the artists that participate in the Main Street Drag consider it to be their favorite part about Houston Art Car Parade Weekend and an important way to give back to the community. A complete history of the Main Street Drag as well as a final listing of this year’s stops is available online at www.thehoustonartcarparade.com.

Sneak Peek at Discovery Green on the Avenida

6pm – 10pm – Discovery Green Park, 1500 McKinney St. / FREE

Back for 2017, the Sneak Peek at Discovery Green on the Avenida is a free, family-friendly opportunity to preview the art cars participating in the Houston Art Car Parade while enjoying live music, food, drinks, and all Discovery Green Park has to offer! Over 100 entries will line the newly renovated Avenida De Las Americas in front of the George R. Brown Convention Center for an evening block party featuring live music from celebrated jazz trumpeter Kermit Ruffins. In addition, films about art cars across the country will be shown on the lawn at Discovery Green. For more information visit www.discoverygreen.com.

FRIDAY, APRIL 7

The Legendary Art Car Ball

7pm – 11pm – Hermann Square at City Hall – Tickets \$30 in advance / \$35 at the door

Deemed one of the wildest parties in Houston, The Legendary Art Car Ball is the ultimate kick off to parade day and a chance to let your creativity shine! Taking place around the beautiful reflection pond at Hermann Square at City Hall, the always exciting, colorful and fun-filled party will feature live music from the critically acclaimed Austin-based six-piece psychedelic band **Calliope Musicals**, Houston's groovy "supergroup" **SoulDig**, and the amazing **Free Rads 2nd Line**. Guests will also enjoy exciting performance art, food and beverage from Pico's Restaurant, art cars, and a few surprises! Attendees are encouraged to dress in their most outrageous costume and kick off Houston Art Car Parade Weekend with a few thousand of their closest friends while getting an up close and personal look at some of the most amazing, colorful and artistic cars in this year's parade. Tickets are \$30 in advance or \$35 at the door and can be purchased online at www.artcarball.com.

SATURDAY, APRIL 8

The Starting Line Party at The Houston Art Car Parade presented by Arts Brookfield

11am – Smith & Pease Streets, Downtown Houston - FREE

Head out to Smith Street early for the Starting Line Party presented by Arts Brookfield! The intersection of Smith and Pease Streets in downtown Houston will be the epicenter of art car commotion and the perfect place to bring the whole family to meet artists, dance to great tunes, and grab a prime spot for the parade. Beverages, food trucks, and reserved bleacher seating is available along the starting line of the parade route. For more information, visit www.thehoustonartcarparade.com.

The VIPit Experience at The Houston Art Car Parade

12pm – Hermann Square at City Hall – 900 Smith Street – Tickets starting at \$150

The ULTIMATE place to catch all the action at the Houston Art Car Parade, the VIPit Experience is the perfect place to bring family and friends to enjoy an amazing day celebrating 30 years of 'the drive to create'! The beautiful grounds of Hermann Square at City Hall are transformed into Art Car paradise where bleacher suites provide an excellent spot to enjoy one of Houston's most beloved annual events while sipping on complimentary adult beverages and indulging in gourmet fare from over a dozen of Houston's favorite restaurants.

Tickets: \$150 per person, \$1750 for suite of 10, or \$4500 for suite of 25. For more information, visit www.thehoustonartcarparade.com.

The 30th Annual Houston Art Car Parade

2pm – Smith Street in Downtown Houston - FREE

Following an unprecedented crowd in 2016 during a temporary route change, The Orange Show Center for Visionary Art has decided to permanently relocate the Houston Art Car Parade to Smith Street. Starting at Smith & Pease Streets, the 250 entries will travel north on Smith Street, take a left onto Walker Street at City Hall, a left onto Bagby Street, and then a right onto Lamar Street, passing by Sam Houston Park before ending at Sabine Street. Guests are encouraged to arrive at the parade route early to claim their spot, with parking available in the nearby parking garages along the route. Pedestrian traffic can take the METRORail to the Bell St, Main Street Square, or Central Station stops and walk four blocks northwest to Smith Street to catch the parade. A complete list of FAQs is available online at www.thehoustonartcarparade.com.

SUNDAY, APRIL 9

The Houston Art Car Parade Awards Ceremony

12pm – Smither Park, 2441 Munger St. – FREE

Each year, The Orange Show Center for Visionary Art gives out over \$10,000 in prize money to artists in 13 categories, using criteria such as overall theme, craftsmanship, design, originality and transformation. The public is invited to the beautiful Smither Park for a final opportunity to mingle with the artists, take pictures with art cars, and to see all of the prizes awarded. For more information, visit www.thehoustonartcarparade.com.

For any additional information, interview requests or visuals, contact:

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Images of previous Houston Art Car Parades can be found here:

<https://www.dropbox.com/sh/daayredmanstftf/AACctt3sUBKIkT2kCA5ut1iVa?dl=0>

The following are major sponsors of the 2017 Houston Art Car Parade Weekend:

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About the Orange Show Center for Visionary Art:

Now in its 35th year, The Orange Show Center for Visionary Art is a non-profit 501(c)3 organization based in Houston, TX with a mission to preserve, promote and document visionary art environments, provide opportunities for the expression of personal artistic vision, and create a community where that expression is valued. The Orange Show owns and operates The Orange Show monument, The Beer Can House, and Smither Park, as well as produces the Houston Art Car Parade – the world's oldest and largest gathering of its kind. For more information, visit them online at www.orangeshow.org. Funding is provided in part by grants from the City of Houston through The Houston Arts Alliance, Texas Commission on the Arts, National Endowment for the Arts, The Brown Foundation, Houston Endowment, Wortham Foundation, Silver Eagle Distributors, as well as private contributions, in-kind support, and volunteer assistance.