

# I MADONNARI

*Italian Street Painting Festival*

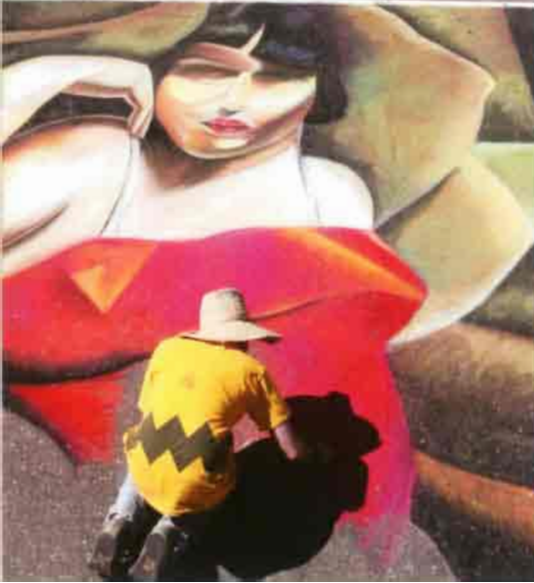
September 13 & 14, 2008

San Luis Obispo Mission

XVII ANNIVERSARIO

*Benefiting the Children's Creative Project*





## *The Festival*

An Italian tradition since the 16th Century, street painting—using chalk as the medium—is enjoying a renaissance in cities throughout Western Europe and the U.S.A. The International Street Painting Festival is held each year in the village of Grazie di Curtatone, Italy. We are proud to be the first to bring this romantic art form to the western hemisphere through our sister festival in Santa Barbara.

The San Luis Obispo Mission Plaza and adjacent streets will be subdivided into 200 pavement “squares” sponsored by businesses, organizations and individuals. Local artists are invited to become *madonnari*, or street painters, and to get on their knees and fill these pavement canvases with their own unique inspiration. Come join the 5,000 visitors who will attend this celebration of color and creativity.

## *American Institute of Architects, CCCC*

The American Institute of Architects (AIA) California Central Coast Chapter and its members volunteer to co-present the *I Madonnari* Festival to further the organization's goal of promoting architecture and the arts on the Central Coast.

*Artist: Jay Schwartz*

*Sponsor: ESPN Radio 1280*

*Reproduction: Tamara da Lempicka*

# Festival Information

FREE ADMISSION

Festival hours: 10-6 daily  
September 13 & 14, 2008

The San Luis Obispo Mission is located at the corner of Broad and Monterey Streets.

*The festival is wheelchair accessible.*

*Hotel Accommodations:*

(805) 781-2777

## Festival Information

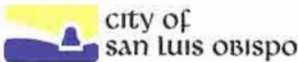
Shelley Triggs, *Project Consultant*  
Children's Creative Project  
1665 Richard Avenue  
Cambria, California 93428  
(805) 927-1697  
[www.aiacccc.org](http://www.aiacccc.org)

## Children's Creative Project

Kathy Koury, *Executive Director*  
(805) 964-4710 ext. 4411  
3970 La Colina Road, Suite 9  
Santa Barbara, California 93110

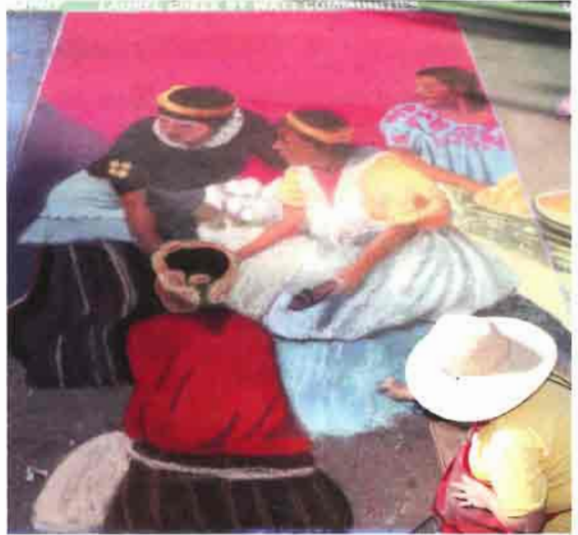


Santa Barbara County  
Education Office  
William J. Cirone,  
*Superintendent*



## Brochure Credits

Brochure Design: IdeaWork Studios, Inc.  
Photos: ©2008 Josef Kasperovitch  
Printing: Ventura Printing:



*Artist: Blair Looker & Rebecca Ridenour*  
*Sponsor: Laurel Creek by Watt Communities*  
*Reproduction: Elías Rivera*

Join us for our sister *1 Madonnari*  
Italian Street Painting Festival on the  
Memorial Day Weekend in May at the  
Santa Barbara Mission.  
[imadonnarifestival.com](http://imadonnarifestival.com)



**AIA**

California  
Central Coast  
Chapter

A Chapter of the  
American Institute of  
Architects

Lauren Luker, *President*  
American Institute of Architects

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*Artist: Emily Bonham*  
*Sponsor: Seven Oaks Charities*  
*Reproduction: Tyler Wilbourne*

## *Celebrate*

Come celebrate the arts and help the Children's Creative Project and the American Institute of Architects paint the streets—Italian style.

**Dates:** Saturday & Sunday  
September 13 & 14, 2008  
**Place:** Mission Plaza and adjacent streets

*For more information, contact*  
**SHELLEY TRIGGS: 805-927-1697**

## *Sponsor a Square*

You can sponsor a street painting square to advertise your business or to celebrate a friend or family member. "Squares" range from 4-by-6 feet to 12-by-12 feet and \$75 to \$500 (see form below). To sponsor a square, either choose your favorite "street painter"—or painters—of any age or experience level – or let us provide one for you. The festival will provide chalk in an assortment of colors.

## *Sponsor Benefits*

To both identify and recognize your participation, each square will be handsomely inscribed with the sponsor's name. In addition, we will publish sponsors' names in newspaper advertisements.

## *Children's Creative Project*

*I Madonnari* benefits the Children's Creative Project, a non-profit arts education organization, that has provided quality arts experiences for school children since 1974. Funds raised through the festival will allow us to continue to enhance our arts education programs in the San Luis Obispo County schools.

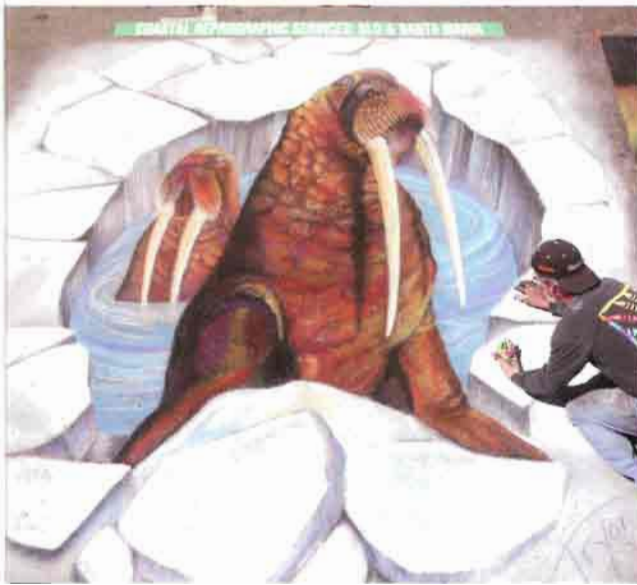
Each year, during regular classroom hours, resident artists instruct more than 30,000 students in visual arts, dance, theater, and vocal music. A total of 60,000 students view performances by local and nationally recognized touring companies. For many of these children, our specially designed programs are their primary fine arts experience.



**FREE CHILDREN'S SQUARES**  
(2-by-2 feet) are provided with the purchase of chalk at the Historical Museum's parking lot.

*Artist: Rod Tryon*

*Sponsor: Coastal Reprographic Services*



## *Please Respond Early*

To ensure your name will be listed in newspaper advertisements, please respond early. Street painting square sponsorships are available on a first-come, first-served basis. Artwork must be appropriate for public viewing. No words or symbols intended as advertising or promotion may appear within the image. The Festival is responsible for inscribing the sponsor's name in the appropriate square, and we will provide the chalk.

Name of Sponsor (*individual to be thanked*)

Name of Business / Individual / Organization  
*as you wish name to appear on your square*

Sponsor's Address

City / State / Zip

Contact Person

Phone (work)

Phone (home)

Referred by

*Please check one*

*We would like the Children's Creative Project to provide our volunteer street painter(s).*

(Children are provided as street painters for the 4' x 6' squares and adults for the larger squares.)

*We will provide our own volunteer street painter(s).*

Street Painter Name

Phone (work)

Phone (home)

Address

City / State / Zip

List Collaborating Street Painters

Circle Age(s) of Street Painters (child) (teen) (adult)

Please describe or attach the street painting image

PLEASE RESPOND EARLY to secure a square and to be included in newspaper advertising.

**YES!** We'd be delighted to participate in the Italian Street Painting Festival to benefit the Children's Creative Project.

### Square Sponsorship

\_\_\_\_\_ 4' x 6' is \$75 (vertical format) \_\_\_\_\_ 8' x 12' is \$300 ( Vertical or  Horizontal)

Sponsorship "squares" are available on \_\_\_\_\_ 7' x 7' is \$150 \_\_\_\_\_ 10' x 10' is \$300  
a first-come, first-served basis. Please  
indicate quantity and size. \_\_\_\_\_ 8' x 8' is \$200 \_\_\_\_\_ 12' x 12' is \$500

Please complete the opposite side of this form and mail with your tax-deductible check made payable to CHILDREN'S CREATIVE PROJECT  
1665 Richard Avenue, Cambria, CA 93428

### Major Festival Sponsorship

*Amici Sponsorships include the following opportunities.*

artistic representation by featured street painter at the base of the Mission steps  
name inscribed in large letters on pavement next to the featured street painter  
name featured in newspaper advertisements  
name featured on festival kiosk

**Amici**  **Benefattori**  **Angeli**

\$1500

\$5000

\$6000

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'dollari'

*Benefattori and Angeli sponsors receive the Amici benefits plus greater name recognition through radio and/or television media. For more information, contact our office at (805) 927-1697.*

### Special Gift

*We are unable to participate in the festival, however, we wish to make a donation to benefit the Children's Creative Project.*

Name \_\_\_\_\_ Address \_\_\_\_\_

Enclosed Donation \$ \_\_\_\_\_

### Festival Volunteer

*I would like to be a Festival Volunteer:*

Name \_\_\_\_\_ Phone(s) \_\_\_\_\_

*Children's Creative Project  
5970 La Colina Road, Suite 9  
Santa Barbara, California 95110*



# I MADDONNARI

*Non-Profit  
U.S. Postage Paid  
Santa Barbara, California  
Permit Number 222*