



a different kind of local color

Immersion Avant Garde

With hundreds of galleries and art studios, plus countless occasions for music and dancing, creative expression is a way of life in Asheville. There are plenty of opportunities for visitors to get in on the artsy fun. ► **Take a class in clay** at Odyssey Center for Ceramic Arts ► Learn to **make your own artistic tome** at Asheville Bookworks. ► Sit at the bar at Lexington Glassworks and **try a local beer in a pint glass blown by the artists.** ► **Move to the beat** of the Friday Night Drum Circle ► **Join a beginner drumming class** at Skinny Beats Drum Shop & Gallery.

Fresh, Immersive Cultural Adventures Downtown

JUST OPENED ► **Asheville Art Museum** just re-opened with a new \$24 million-plus, state-of-the-art building that features expanded gallery space, education facilities, an art library, a lecture and performance venue, a new ArtPLAYce for families and children and the addition of a rooftop sculpture terrace and café with views of downtown architecture and the surrounding mountains. ► **The Center for Craft**, the leading organization in the U.S. identifying and convening craft makers expanded with **The National Craft Innovation Hub**. The new space includes public galleries featuring local and national makers, lecture space, classrooms and a co-working space, cementing Asheville's reputation as a force in the nation's fine art and maker scene. **COMING SOON** ► **LEAF Global Arts Center** will offer educational experiences for guests rooted in music, art, community and culture via a mini-theater and global immersion room using virtual reality, unique musical instruments and a stage for performances and interactive artist workstations.

Art District Elevated

Asheville's **River Arts District**, home to more than 200 artists in working studios, will be more visitor-friendly when a major roadway and greenway construction project wraps up in 2020. Visitors can expect a continuous multi-use riverside path, more parking, wide sidewalks, bike lanes, better traffic flow and highly creative public art installations from the district's artists.

Creative Connections

► **Craft City Food & Art Tours** celebrate the best small-batch, high-quality and handmade. Asheville's Center for Craft, the epicenter of Asheville's maker culture, joins local food experts for a walking tour featuring tastings, exhibits and demos from America's makers and crafters. ► **Guided Gallery Tour:** Art Connections Tours connect art lovers to makers via one-on-one tours to a variety of local studios. Tour the coves, back roads, and hollows of Western NC showcasing the stunning mountain views that serve as inspiration for local artists. ► **Painting with Beer:** Explore studios across the Asheville art scene with Asheville Art Studio Tours and end with a beer painting lesson at a local brewery OR try their **NEW** South Slope tour.

Craft Your Experience: 2020 Art Festivals & Major Events

- Second Saturdays | River Arts District | Second Saturday of each month
- Arts & Crafts Antique Show & Conference | Omni Grove Park Inn | February
- Downtown Asheville Art Walk | First Friday, Every Month April - December
- LEAF Festival | Black Mountain | May, October
- Fiber Weekend | Folk Art Center | May
- Montford Arts & Music Festival | Montford Historic District | May
- Asheville Art in the Park | Pack Square Park | June, October
- The Big Crafty | US Cellular Center | July, December
- Craft Fair of the Southern Highlands | US Cellular Center | July, October
- LEAF Downtown Asheville | Pack Square Park | August
- Village Art & Craft Fair | Biltmore Village | August
- Come to Leicester Studio Tour | August
- Heritage Weekend | Folk Art Center | September
- Asheville Quilt Show | WNC Ag. Center | September
- River Arts District Studio Stroll | November



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Leaf Through Literary Legacies

With such a spectacular backdrop from which to draw inspiration, it's no wonder so many literary figures have penned noted novels on the region. Pick your read at Malaprop's Bookstore, and then make a pilgrimage to some of the famed authors' haunts. Hike Cold Mountain, the setting that inspired Charles Frazier's bestseller, or spend a day on the grounds of Connemara, poet Carl Sandburg's graceful Flat Rock home. A wander along the French Broad River is a nod to Wilma Dykeman's legacy, or stroll the

shaded grounds of Riverside Cemetery to pay homage to O. Henry. And wherever you see the name Altamont, that's an ode to Asheville's native son. The Thomas Wolfe Memorial offers tours daily. Even if you haven't read *The Great Gatsby*, no literary tour of Asheville would be complete without a visit to The Grove Park Inn where F. Scott Fitzgerald summured in glamorous style while his wife, Zelda, underwent treatment in nearby Highland Hospital. Take a walk on the AVL LIT tour to visit literary destinations and learn about Asheville's famed authors and books.

Asheville's Vaudeville Revival

To use the term "freak show," one might take offense, but not in Asheville, where sultry, sexy, comedic and vaudeville-esque theatrics are en vogue. Catch a roving comedy show on the purple LaZoom tour bus. Asheville Vaudeville troupe does it right with juggling and magic acts, burlesque, aerial arts and sideshows presented with a healthy dose of humor. The Americana Burlesque & Sideshow Festival offers shows and workshops each May that will tickle your fancy. And for a wildly different take on Shakespearean theater, the Montford Park Players have been known to present the Bard's classics with a steampunk spin. Free productions take place at a lovely outdoor amphitheater during the warmer months.

Folk Meets Funk: An Evolution of Art

Western North Carolina as a whole is deeply entrenched in the craft tradition. Step inside the Appalachian Craft Center, Grovewood and Ariel galleries, or the Southern Highland Craft Gallery in Biltmore Village to realize the immense talent this region holds. But for every artisan bending to tradition, there's also an artist pushing the boundaries. Stroll through the River Arts District to see where folk and funk intermingle. ZaPow! in the South Slope exhibits affordable illustration and pop art; The Bender Gallery displays a museum-quality collection of emerging and established glass artists; and The Satellite Gallery always keeps it contemporary. Or, dip into The Center for Craft, a nationally-recognized organization dedicated to education around American craft, including the annual Windgate Fellowship Award.



Top 5 Spots for a Truly Gatsby Moment

1. Order a gin Rickey at the Grove Park Inn where F. Scott Fitzgerald summured in high style.
2. Browse the shops of the Grove Arcade, then admire the Battery Park Hotel (now residences) on the north end. It was one of a couple of Fitzgerald's hideouts.
3. Peek inside the lobby of the Skyland Hotel in Hendersonville where the author penned "The Crack Up" in the mid 1930s.
4. Gaze at downtown Asheville's art deco masterpieces and picture yourself in the lavish era of the 30s.
5. Visit The Grove Park Inn in September when the hotel hosts Salute to F. Scott Fitzgerald Weekend, which includes guided tours of his rooms.

ART SCENE HOT SPOTS

DOWNTOWN ▶ Woolworth Walk ▶ Black Mountain College Museum + Art Center ▶ Appalachian Craft Center ▶ The Center for Craft, Creativity & Design ▶ Asheville Art Museum ▶ Dozens of galleries ▶ Wortham Center for the Performing Arts ▶ Moog Music Factory **GROVE ARCADE** ▶ Mountain Made Art Gallery ▶ Appalachian Strings ▶ Asheville Area Arts Council ▶ Asheville NC Homecrafts ▶ Battery Park Book Exchange & Champagne Bar **NEAR DOWNTOWN** ▶ Southern Highland Craft Gallery (Biltmore Village) ▶ Montford Park Players (Montford Historic District) ▶ North Carolina Homespun Museum (near Grove Park Inn) ▶ Grovewood Gallery (Near Grove Park Inn) ▶ Folk Art Center (Blue Ridge Parkway) **RIVER ARTS DISTRICT** ▶ More than 200 artists ▶ Curve Studios & Garden ▶ Cotton Mill Studios ▶ Jonas Gerard Fine Art ▶ The Wedge ▶ The Magnetic Theater