

Welcome to Tehachapi!

For more than 100 years, Tehachapi has been known in the southern California region for its natural beauty, small town charm and clear blue skies . . . but we are so much more!

Life is about living, and Tehachapi, with its majestic Sierra Mountains backdrop, provides that opportunity in abundance. From distinct, gentle seasons, providing yearlong opportunities for an adventurous outdoor lifestyle, to a colorful array of cultural activities including art, music and theatre . . . Tehachapi's clear, blue sky is the limit!

Come and learn how to enhance your community's quality of life, by gleaning from the rich knowledge and experiences of our speakers who have helped revitalize our community through their steadfast vision and philosophy of respecting our past, while looking forward at the possibilities of what we can yet become!

Maintaining a community-based, Main Street philosophy of creating a walk able and connected, resident-centric community with its unique retailers, historic quality, public arts, murals, parks, bike paths and trails continues to enable us to provide a premiere quality of life that fosters pride in our residents while creating a welcoming ambiance, reflective of our rich heritage with its quaint, small-town charm. Save the date! We look forward to seeing you soon!

— Mayor Linda Vernon



Main Street Tehachapi
P.O. Box 830, Tehachapi, CA 93581



Tehachapi, California

Proud Host of the 2009

California Public Arts and Murals Symposium

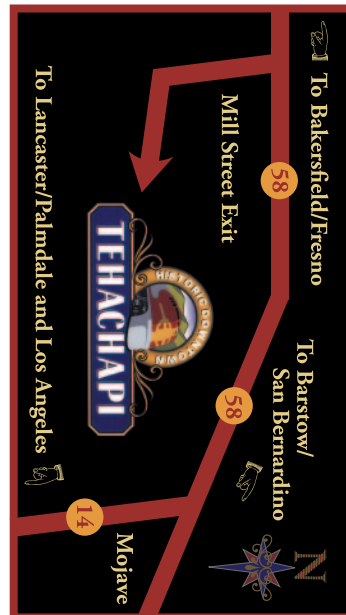
(CalPAMS)

September 10 to 12, 2009



2008 Mural Project

Join us for an educational and fun-filled weekend!



Featured Speakers

Barbara Wold

Discover America, Promoting Arts-based and Cultural Tourism

Learn how and why to use "Cultural Tourism" as a marketing angle. It is vital to a more prosperous economic future as cultural tourists spend substantially more than standard tourists do. Learn to think creatively and comprehensively about your cultural resources.

- Utilize arts-based economic development
- Become a tourist destination
- Showcase murals and other public art in cultural communities

Barbara Wold is an internationally known speaker with more than 45 years of experience in sales and marketing and is an authority on building business. Her expertise includes all aspects of retailing, image, public relations, redevelopment and tourism. She advises many down-towns and historic communities in revitalization efforts to boost economic viability.

Karen Kimbrel

How to Create a Cultural/Heritage Tourism Industry - "We've Got A Story To Tell"

In the poorest county in Georgia, with agriculture as its economic base, one small \$2,000 project grew into a cultural arts program that encompasses theatre, music, murals and other forms of public arts under an Arts Council umbrella. Start with a single idea, and grow your arts community into a state and regional attraction. Hear the compelling story of the creation of Colquitt, Georgia's Art Council, host city to next year's 2010 Global Murals Conference.

Sarah Sweetwater

What's Your Story: Reading a Community Through Its Art

A well known regional artist in Nevada, Sarah puts her extensive knowledge of Art History to use in a fascinating presentation that showcases the enduring quality and appreciation of art through and will focus our attention on public art forms that will resonate with today's public. Art Historian and Arts Project Consultant, her trained eye will inspire many projects for your community.

She often serves as an advisor to labyrinth projects and in a separate session will discuss "How to Walk A Labyrinth," based on the Tehachapi Labyrinth constructed for the Symposium. The permanent installation in blue slate is based on a thirteenth century design at the Chartres Cathedral and will be an exact replica in size, at just over 42 feet in diameter.

Other Workshops & Speakers

Murals & Public Arts from the Artists Perspective

A discussion by artists attending this year's Symposium will help guide those new to public art as well as experienced communities seeking new directions.

Mural-In-a-Day

How to achieve a professional quality mural by using a professional muralist to design and sketch the mural, which is then painted by local artists. This technique helps local artists learn mural techniques and communities with limited funds.

Mural Repairs and Restoration

A panel will discuss traditional and up to date techniques on solving problems that occur with murals.

Other Scheduled Events

Welcome to Tehachapi and a Historical Talk

by local Historian Jon Hammond

CalPAMS Welcome and Orientation

Friday Night

Reception in Railroad Park

Beer, wine and soft drinks with appetizers and local musicians. Dinner on your own.

Mini Mural Challenge

Cash awards will be awarded in two categories: Professional Muralists will paint 4ft X 8ft murals on site or may bring them already completed, ready to be attached to panels. Cash awards of \$250 to \$1,000. Local Artists will paint mini murals on standard sized doors, to be painted on site. Cash awards of \$50 to \$100. All entries will be on display at the sponsoring Tehachapi Art Center during the three-day Symposium and auctioned on Saturday evening.

Saturday

Lunch at Oktoberfest & Walk around Tehachapi

On your own. Walking tour of historic buildings in downtown Tehachapi, the Tehachapi Museum and Errea House Museum, all within an easy walking distance. The Mural Tour is also along the same paths.

Mural Tour

Tehachapi Community Theatre actors in costumes will tell the story of the Tehachapi Historical Murals.

Artfulfour Group Show

Visit the one-day event of a collaborative of Tehachapi artists, hosting a showing to help raise funds for the Main Street Tehachapi Murals Committee. The art show and sale will be held at Jennifer's Terrace, located at 413 S. Curry St. from 10-4.

Centennial Mural Dedication

The Mural-in-a-Day project will be dedicated at 2:00.

Tehachapi Labyrinth Dedication & Saturday Evening Dinner

The dedication of the labyrinth in Marx Central Park will be followed by the closing dinner in the Park with a silent auction of the Mini Mural Challenge works of art. Symposium registrants will have an opportunity to mingle with local artists and other Tehachapi residents.

Register Today!

Name: _____

Address: _____

Phone Number: _____

email address: _____

Quantity of Registrations: _____

Total Dollar Amount: _____

Registration fee: \$195

Early fee of \$175, before August 25

Daily registration fee: \$75

Special student rate: 50% off regular rate

Registration fees include lectures, continental breakfasts, lunches, Friday evening reception and dinner on aturday. Sign in begins at 11:00 am on Thursday.

Exhibitor's Space: \$100

The Holiday Inn Express offers special rates for Symposium registrants.

Phone 661-822-9837

Tehachapi Airport: Fly in information available for private planes.

Camping: Information available.

Tehachapi, CA is located:

Approximately 1 hour from Bakersfield Airport

Approximately 2 ½ hours from LAX

Approximately 2 hours from Burbank

Mail registration form to:

Main Street Tehachapi

P.O. Box 830, Tehachapi, CA 93581

For more information:

mainstreet93561@sbcglobal.net

(661)822-6519