

Pepto Pop by David Snider



of the UO, the city, and all Lane County residents and tourists.

Not only would the area be ripe with new life, but UO art and music students would find opportunities for employment in the newly created high-tech jobs it would bring.

In his insightful book, *The Rise of the Creative Class*, Richard Florida points out that 30 percent of the workforce is involved in high-tech professions, including computer software engineers and others who have creativity and high levels of technical skill. This is the workforce that the UO is training for viable businesses in downtown centers. Video gaming, for instance, is a growing business in Eugene, employing graphic artists and musicians for new video games.

Florida's premise is that a vibrant mix of the arts attracts these workers to an area and also attracts the businesses that would hire them. In addition, he adds, this labor force desires a beautiful, natural setting with easy access to biking, hiking and water recreation.

Eugene has all that, points out Cultural Services Director Hankins, who has a vision of growing the arts downtown and connecting with the UO that is creating excitement among local organizations. "But Florida's theory only works if you think you can build an economic development strategy around celebrating the arts and outdoors. I think you could."

In a recent meeting with UO President Dave Frohnmayer, Hankins wondered why the connection with campus and downtown doesn't work better. Hankins says you have a "couple of blocks of greatness downtown and then nothing. Why can't we have eight blocks of heaven?" Frohnmayer

agreed the one mile between campus and downtown is a "universe of distance." says Hankins, who keeps coming back to the same theme. "The more you can get people downtown and force them to bump into new, exciting things, the better off downtown is gonna be."

As for ArtFest, Hankins is excited because the event "tries to connect people to new patterns of walking around downtown. I see a lot of students and others come downtown and they don't know where the cool, hip cutting-edge stuff is. And you'd think with all the information out there they would."

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CITY OF EUGENE CULTURAL SERVICES DIRECTOR - ROB HANKINS



# art all weekend

This weekend, downtown Eugene will come alive with arts and events to kick off summer. The "Art of Eugene" includes the following:

## FRIDAY, JUNE 4

- The Lane Art's Council's First Friday ArtWalk, 5:30 to 8:30 pm, starting at Café Paradiso, continuing to several downtown galleries and concluding at 7:30 pm at Jacobs Gallery. Most galleries on the ArtWalk will stay open until 8:30 pm. Free.
- The ArtFest, 5:30 to 8:30 pm, along Broadway and Willamette Streets, showcases local artists displaying their creations. Free.
- During ArtWalk, DIVA hosts a UO dance performance in the main gallery and music by percussionists Midnight Sun. Free.
- During ArtFest, the New Zone Gallery presents "A Gallery Without Walls" at Broadway Plaza. The Broadway Bistro and Wine Market will offer a winetasting from 5 to 7 pm and the Eugene Library celebrates First Friday with a performance by Anguish of Snails, a local high school band. Free.
- FOOD for Lane County's "Empty Bowls" fundraiser block party occurs on East Broadway between Oak and Pearl Street. Samba Ja will perform, Ambrosia will host a winetasting and in-store receptions and sidewalk sales will be featured at Passionflower, Nick and Nora's, Goldworks and Cat's Meow Jazz and Blues. The Empty Bowls sale is from 6 to 8:30 pm in the Eugene Professional Building. Local artist have made and donated more than 1,200 bowls, with prices starting at \$10. (Bowls tend to sell out quickly.)

Empty Bowls



- The Hult Center hosts a CD release reception and show for Misty River, time. Tix are \$12-16.

## SATURDAY, JUNE 5

- The Art of Eugene continues with the Sasquatch Brew Fest from noon to 9 pm at Broadway Plaza. Beer, music, silent auction, food booths and an after-Brew party with Curtis Salgado at the McDonald round out the day. Proceeds benefit the Glen Hay Falconer Foundation. Tix \$10-15.
- Saturday Market and Farmers Market continue from 10 am to 5 pm on the Park Blocks at 8th and Oak. Free.

## SUNDAY, JUNE 6

- The weekend winds down with the Opening Celebration of Mercado Latino from 11 am to 4:30 pm at the Park Blocks, 8th and Oak. Free.

## OTHER EVENTS: FRIDAY, JUNE 4

- The City Club presents its Arts and Letters Awards. Mayor Jim Torrey will honor Victor Steinhardt. David Turner, of the UO Art Museum, will discuss "From the UO to Eugene: Can an Art Museum Help Shorten the Distance Between the Two?" at 11:50 am at the Downtown Athletic Club. Fee for lunch.
- Tuesday, June 8, the City Club hosts a roundtable discussion with Dick Long of the Arts Umbrella at 5:05 pm at Café Paradiso. Free. — AS

