

California Arts Day marks the beginning of a new tradition: the Salinas Artist Studio Tour. The free event kicks off with a community celebration during the First Fridays Art Walk in downtown Salinas from 5pm-8pm featuring live music, art, dance, and light refreshments.

Oldtown restaurants are offering dinner specials after 8pm and many stores are staying open late to welcome local residents, art afficiandos and art curious visitors. This inaugural celebration of Salinas arts and artists takes place the weekend after the Monterey Open studios Tour.

Salinas Mayor Dennis Donohue proclaimed the First Friday in October Salinas Arts Day in 2008 - following the lead of Governor Arnold Schwarzenegger proclaiming California Arts Day, also the 1st Friday in October.

Over 30 local artists open their studios to the public the first weekend in October - ushering in National Arts & Humanities Month with a blast of culture. While the First Fridays Art Walk happens once a month, rain or shine, the Studio Tour is an annual event.

"Salinas is quite the undiscovered treasure for the arts," states local artist and organizer Trish Triumpho Sullivan. "We have a wealth of talent here - most of whom exhibit out of the area. Salinas boasts a few world famous artists, too!"

Participants include Sullivan herself, a photographer who both paints and sculpts, cartoonist Bridette Spicer, Deamer Dunn, who works in acrylic and new media, watercolorist Andy Williams, and photographer Glen McDowell.

"Artoberfest offers something for everyone, every age group, every taste," proclaims McDowell, who is known for his vintage-inspired pin up art. "Salinas has lowbrow art, and even animae! We are suprisingly diverse here," he adds.

Next year Artoberfest will expand to the first two weekends in October – one for Salinas and North County, and one for South County, following the successful model of Santa Cruz. Look for the Artoberfest 2011 celebration to begin on California Arts Day with the First Fridays Art Walk. For more information contact Trish Sullivan at 83.594.1799

Event Facts:

Entry Deadline: 08.15.10 by midnight

Plein Air Festival: 09.29.10 & 09.30.10 10am-5pm

Opening Event: 1st Fridays Art Walk 10.01.10 5pm-8pm

Artist Studio Tour: 10.02.10 & 10.03.10 11am-5pm