

**For Immediate Release**

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## **Cornerstone of the Arts Event Honors Arts Leadership on October 18<sup>th</sup> at 5:30 PM**

*SAN JOSE, Calif.* –The City of San José Office of Cultural Affairs and the Arts Commission have announced the recipients for the 2019 Cornerstone of the Arts Awards Program, comprised of three categories.

- Artistic and Festival Director Bruce Labadie will receive the Cornerstone of the Arts Award.
- *Downtown Doors*, a program of the San Jose Downtown Foundation, will receive the Creative Impact Award.
- Southwest Airlines will receive the Business Support for the Arts Award.

The 2019 awards will be presented at the Cornerstone of the Arts event at the Hammer Theatre Center on October 18, 2019 at 5:30 p.m. At the event, grantees of the City of San José's Office of Cultural Affairs for Fiscal Year 2019-2020 will also be recognized for their contributions to San José's cultural life.

**What:** Cornerstone of the Arts Event

**When:** Friday, October 18  
5:30 – 8:00 p.m.; Program starts at 6:15 p.m.

**Where:** Hammer Theatre Center, 101 Paseo De San Antonio Walk, San José

**Event is FREE. Due to limited seating, please RSVP at**

**Who:** Bruce Labadie, Cornerstone of the Arts Honoree  
Kim Delevett, Community Affairs & Grassroots Regional Leader for Southwest Airlines, Business Support for the Arts Honoree  
Scott Knies, San Jose Downtown Association, Creative Impact Honoree  
San José Mayor Sam Liccardo  
Johnny Khamis, San José City Councilmember  
Magdalena Carrasco, San José City Councilmember  
Lynne Brown, Chair, San José Arts Commission  
Kerry Adams Hapner, Director of San José Office of Cultural Affairs  
Recipients of San José Cultural Affairs grants

### **Bruce Labadie, Cornerstone of the Arts Honoree**

For the last 40 years, Bruce Labadie has been foundational to the existence of live music and civic events that has given San José character and vibrancy. Bruce is best known for the curation and direction of some of the most prestigious institutions in the region including San José Jazz, Saratoga's Mountain Winery, and Montalvo Arts Center. He's a well-known figure in the live music industry serving as President of the California Presenters and on the Board of the Association of Performing Arts Presenters, the world's largest association of arts presenting professionals. Over the course of several decades, he has created, supported and curated dozens of public events in San Jose.

One of his first projects was logistics for the first two editions of one of San Jose's most fondly remembered events in 1976: Tapestry in Talent. Bruce also helped in other various projects such as when the San Pedro Square area was being redeveloped as a dining and shopping destination, produced its Oktoberfest and Christmas Faire in 1978, and the Art & Wine Festival in 1979. He also was the director of the America Festival in celebration of the Fourth of July from 1992–1996.

Bruce was an early supporter of Music in the Park and curated the wildly popular event from 1992 until it was briefly canceled; he was then seminal in re-inventing it as a shorter, ticketed series and has continued to curate it up to the present day. Bruce also ran the logistics of ZER01's first two Biennials, and produced the street festival SubZero for its first three years, Brew-Ha-Ha (1992–96), the Highway 87 Inauguration and the first Downtown Ice (1994), San José Mariachi Festival (2005–07) and Music After Dark on Post Street (2009).

Bruce's generosity is legendary, and he has stepped in many times to help maintain important events that were in danger of going away. A few years ago, when the Fountain Blues Festival would need to be canceled due to financial and logistical problems, Bruce stepped in and offered his expertise and resources to find the festival a new venue and help it to solid financial footing. Fountain Blues celebrates its 38th year in 2019.

Perhaps Bruce's most important project is San Jose Jazz Summer Fest, celebrating its 30th year in 2019. Bruce created the festival from scratch when a friend suggested that San Jose's developing downtown deserved a public live music event. It was a modest, one-stage affair, but with Bruce's stewardship, acumen and taste, the San Jose Jazz Summer Fest has grown into a 14-

stage, three-day extravaganza that draws 42,000 people from all over the world to an event that uniquely reflects the community of San Jose. The festival thrives through the partnerships that Bruce can forge, and the way he's able to enroll diverse people in the importance of arts and culture in people's lives.

### **Downtown Doors, a program of the San Jose Downtown Foundation, Creative Impact Honoree**

In 2003, the San Jose Downtown Foundation started the *Downtown Doors* program with the intention of fostering art and culture downtown. The program brings high school students' artwork to utility doors and boxes throughout downtown. The San Jose Downtown Foundation currently occupies 110 sites located mostly on busy pedestrian routes through the downtown core. Since the inception of *Downtown Doors*, over 290 works of art have been on display in the downtown area from artists representing 25 different schools within the city.

Each year, high school teachers select students from their art classes and submit their artwork to the *Downtown Doors* program to compete for a canvas in the public realm. A panel of judges then reviews each submission and chooses which artwork will be digitized, transferred to vinyl coating, and affixed to downtown's service and utility boxes. This makes it easy to remove when the artwork is changed out over the years. In 2019, a record of 206 artworks were submitted and only 20 were selected from students from 13 different schools.

Students who are selected as the winners are invited, along with their families, to attend an award reception where they are each honored for their artwork work. Each student receives a bag full of items which includes Adobe Photoshop Elements and Premiere Elements to further their skills and an honorarium of \$300. All the items are donated each year by Adobe Systems. This shows that the students are being compensated for their artwork and that art can be a viable way to earn income. The student's teacher also receives an honorarium to purchase the needed art supplies for the art programs. This helps support art teachers in public schools with funding for supplies projects they can do in their classrooms throughout the year.

### **Southwest Airlines, Business Support for the Arts Award**

Southwest Airlines has been a strong business partner to the arts, and was nominated by Movimiento de Arte y Cultura Latino Americana (MACLA) for its leadership. Southwest Airlines' support has positively impacted the community by serving as a national corporation who values local arts and culture organizations such as MACLA, San Jose Jazz and Christmas in the Park.

Through its partnership with Southwest Airlines, MACLA presents visual and performing artists from across the United States, give teenagers the opportunity to participate in *Brave New Voice*, supports the staff's professional development by attending trainings and conferences outside of

the area, and allows featured musicians to check-in their instruments as luggage without paying additional fees.

When MACLA was looking to increase their organizational visibility, Southwest Airlines Community Affairs and Grassroots Regional Leader Kim Delevett connected the organization with the marketing team to include them in a scavenger hunt to help promote the newly opened *Urban Rooms* public art project by Teddy Cruz. By having a national airline to promote MACLA on their social media, it helped increase the visibility of the organization and increased their followers on their social media platforms.

In addition, when Southwest Airlines became a sponsor of MACLA's Latino Art Auction, the organization has grown their corporate sponsorship in 2014 to more than \$25,000 annually in 2019. MACLA attribute this success, in part to the partnership with Southwest Airlines.

From 1993-2008 they were the "Presenting Sponsor" of the San Jose Jazz Festival. From 2017-2019 they made a three-year commitment as the "Presenting Sponsor" in celebration of the 40th anniversary of Christmas in the Park in 2019. Southwest Airlines is a leader in the arts community due to their long-time investment in arts and culture organizations.

#### **About the Cornerstone of the Arts Awards Program**

Established in 2013, the annual Cornerstone of the Arts Award honors individuals who have provided enduring and effective leadership contributing to the betterment of the San José arts community. Approved by the San José Arts Commission, honorees are considered as part of the foundation of the arts in San José who will be long remembered as a "cornerstone" of the arts community. Past Cornerstone of the Arts honorees include: Irene Dalis (2013), former Mayor Susan Hammer (2014), Carmen and Al Castellano (2015), Roy and PJ Hirabayashi (2016), Elisa Marina Alvarado (2017), and Randall and Cathleen King (2018).

#### **About the City of San José Office of Cultural Affairs**

The Office of Cultural Affairs is the City's champion in supporting and promoting the development of a rich arts and cultural environment for this diverse city's one million residents, its workers who live in neighboring communities, and its many visitors. It fosters cultural development through cultural funding programs, cultural workforce development, cultural facilities, special event services, and public art. Cultural Affairs is a division of San José's Office of Economic Development. For more information, visit [www.sanjoseculture.org](http://www.sanjoseculture.org).

#### **About the City of San José**

Known as the Capital of Silicon Valley, San José is the nation's tenth largest city and the largest city in Northern California, with an ethnically diverse population of more than one million. San José was founded in 1777, once served as the state capital of California, and now encompasses 180 square miles. Facts about San José can be found here:

<http://www.sanjoseca.gov/DocumentCenter/View/780>. The City's website is [www.sanjoseca.gov](http://www.sanjoseca.gov).

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*This news release is available at [www.sanjoseca.gov](http://www.sanjoseca.gov)*