

Fine Art Festival planned for downtown core

BY TIM VON BOETTICHER
The Georgetown Gemini

Emma Rock of the Central B.I.A. and George Marcou at the McGibbon Hotel have joined forces to save downtown Georgetown.

CFTO TV's show *Eye on Toronto* will come to town next Friday, Aug. 9 to do a preview (a staged enactment) of Georgetown's first annual celebration of fine art titled *Art in the Afternoon*, to be aired sometime before the festival takes place on Aug. 23 and 24 in the marketplace.

Rock has created the festival, which will focus on *fine* artwork rather than crafts, and will feature members of local art groups including the Palette and Pencil Club, the Credit Valley Artisans, the Halton Camera Club and the Revision Unlimited Art Group (who will also jury the junior show).

In addition, 20 independent artists will display and sell their works in an event which mirrors the yearly art show at Nathan Phillips Square in Toronto. Classical musicians will also be invited.

"Basically we're looking



ART IN THE AFTERNOON! Emma Rock of the Central B.I.A. poses in downtown Georgetown last week.

at all avenues to bring new businesses to the downtown and more business to the present stores," says Rock.

With no budget, Rock developed a media event involving television stations and major newspapers.

In conjunction with the fine art show, the McGibbon Hotel will hold a wine-tasting event. "This is not a contest," says Marcou.

"Everyone will be invited to judge for themselves from a selection of 20 different wines from Canada, France,

California, Italy, Germany, Spain, South Africa and Australia."

Marcou is one of many downtown business people who have decided to make window space permanently available to fine artists, rotating displays monthly. Main Street South will become an art gallery, year round.

"Cross-promotion will work for Georgetown because we are hometown proud," says Rock. "Hopefully, the downtown will be seen as a cultural centre. Pa-

trons leaving the John Elliott Theatre may stroll down Main Street with cash in hand."

Education is the renewable resource at this event - Rock will attempt to set up a table with an eye to local art schools. Anyone interested in pursuing an education in fine art can meet professional and amateur artists in the process of creating their work

to perhaps glean the kind of first-hand information available only at this type of event.

There are no deadlines for participation and vending permits are available at municipal offices at no charge to residents. The theme of the junior show will be the R.C.M.P. Musical Ride and the Fall Fair's 150th anniversary.

The festival is about creat-

ing ties and may mark the beginning of a new era in downtown Georgetown's history. The original financial centre has been pulled toward businesses located along the Guelph Street strip. Perhaps the co-operation and initiative shown by Emma Rock and George Marcou will become infectious and will help revitalize the downtown core.

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