

F E N W A Y

*The
Fenway
Alliance*

FOR IMMEDIATE RELEASE

September 9, 2014

Mark Your Calendars for *Opening Our Doors 2014*:
The 13th Annual Celebration of FREE Interactive Arts, Cultural Events & Public Art in the
Fenway Cultural District
Monday, October 13, 2014

BOSTON, MA – ‘13’ is no longer an unlucky number! The Fenway Alliance is delighted to announce the 13th year of Opening Our Doors on Monday, October 13! Opening Our Doors is a day where the Fenway Cultural District opens its doors so the public can experience the gems of this uniquely culturally- and artistically-rich neighborhood for FREE on Monday, October 13. Come join the 22 member institutions of the Alliance and enjoy theatre workshops with the Wheelock Family Theatre, Boston Children’s Theatre, and the Huntington Theatre Company; indoor kite flying with Kite Education; art-making with SPARC! the Artmobile; Open Studios at Fenway Studios, walking tours of the Back Bay Fens; chimes and an organ performance at The First Church of Christ, Scientist; musical performances from the New England Conservatory, Handel and Haydn, ZiliMisik, and ZUMIX; and beautiful public art installations including *Sparkle and Chime* by Jean Kim and his team at Shepley Bulfinch; *Crossroads* on the Emerald Necklace by the Energy Necklace Project; and *You Are Needed*, a community mural painting piece directed by local artist Alex Cook. This day is also an opportunity to view exhibits you may have missed out on, with free admission to a few of Boston’s finest museums, such as the Museum of Fine Arts, Boston, Isabella Stewart Gardner Museum, MassArt’s Bakalar and Paine Galleries, Wheelock College’s Towne Art Gallery, and The Mary Baker Eddy Library Mapparium.

This year, coming soon, we are proud to feature an Opening Our Doors Smartphone App developed by New Art Love to help you organize and curate your own personal Opening Our Doors experience, along with a special Opening Our Doors Treasure Hunt (using the Geocache App) to make it even more fun to wend your way through the District!

The Kick-Off celebration begins at 10:00 AM on the Christian Science Plaza in Boston, located near the intersection of the Avenue of the Arts (Huntington Ave.) and the Avenue of Music (Mass. Ave.). Performances by the Boston Children’s Chorus and a Kids Parade led by the Hot Tamale Brass Band, as well as free cupcakes provided by Oakleaf Cakes will begin this day-long festival with activities for all age groups.

Highlights this year include:

- Free OOD app, designed by New Art Love, to easily find, track and curate your OOD experience
- OOD Treasure hunting with Geocache App
- *You Are Needed* An interactive Community Mural Painting led by local artist, Alex Cook
- *Sparkle and Chime* Public Art Installation by Jean Kim & team from Shepley Bulfinch
- The Music Club House and Salsa lessons with Sociedad Latina
- Chalk Art on the Christian Science Plaza led by Sidewalk Sam
- *Crossroads*, a series of 14 art installations in the Back Bay Fens by the Energy Necklace Project

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- Indoor Kite-flying with Kite Education
- Spoken word poetry with Brian Williams
- Storytelling workshops/performances with massmouth, inc.
- Glass-blowing with Diablo Glass School
- Cymbal Jungle with Kadence Arts
- Free cupcakes generously provided by Oakleaf Cakes
- Captain Marden's, The Taco Truck, and other food trucks on the Christian Science Plaza

A complete list of activities will be available in mid-September on The Fenway Alliance* website: www.fenwayculture.org. The Opening Our Doors app will also be released 7-10 days before the event to help you plan your day and curate activities. Events will be listed on the app with times, event descriptions, locations, and preview images and videos. Additional updates will also be available via the Alliance's Twitter [FenwayCulture](#) (#OOD14) and Facebook [FenwayCultureBoston](#) accounts.

In the event of rain, all Christian Science Plaza events will be held in the Reflection Hall on the Plaza, the building at the end of the Reflecting Pool near Mass Ave./ Avenue of Music.



Photo 1 AfroBrazil on Evans Way Park, OOD 2012

Photo 2 Zili Misik and Kenbe Fo, OOD 2013

Photos taken by Holly Redmond. More photos are available upon request.

*Established in 1977, The Fenway Alliance is a consortium of 22 nationally and internationally acclaimed cultural and academic institutions located in the Fenway that defines the best of arts, culture, educations and research in Boston and beyond.

THE FENWAY CULTURAL DISTRICT – Established on March 20, 2012 by the Massachusetts Cultural Council, the Fenway Alliance's vision for the Fenway Cultural District is to provide a cultural environment that merges both the historical and contemporary elements of the Fenway, into a welcoming and creative experience for residents of the area, residents of the Commonwealth of Massachusetts, as well as national and international visitors of all ages. We work to ensure that the District is rightfully perceived as a premier cultural destination in our state and across the United States. True to the visionary leadership and spirit of the historical icons within our community, we continuously innovate to create an urban space that provides creative and educational experiences that are culturally and intellectually relevant, aesthetically engaging, and contribute to the economic vitality of the

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district thereby serving as a model for other cultural districts in the state as well as across the nation. We succeed as a positive force in New England's economy by supporting the Fenway residents, students and institutions that contribute in significant ways to the region's creative economy.

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