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Celebrating a decade of flames.



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The Crucible's Fire Arts Festival® Annual Celebration of Fire and Light Moves to New Location



Dept. of Spontaneous Combustion
Photo: Tory Fink

From July 15 to July 18 *The Crucible's 9th Fire Arts Festival*, a spectacular open-air exhibition of astounding performances, fire sculpture and interactive art, will light up the sky each evening from 8 PM to midnight at The Crucible's NEW Fire Arts Arena in the freeway canyon lands of West Oakland.

In celebration of The Crucible's 10th Anniversary, this year's celebration of creativity will be bigger and even more extravagant than any ever – and yet more affordable. The Crucible's annual Fire Arts Festival is famous for showcasing the largest collection of fire and light sculptures in the West Coast, with four fire-filled nights of fun for everyone. The expansive new location is nearly three times larger than last year, and will accommodate even more and larger art installations, performance areas, food and merchandise vendors than any other previous festival.

The 10-acre new Fire Arts Arena is located in Oakland at the foot of the Bay Bridge, off West Grand Avenue at Wake Avenue, near the Oakland Army Base. Easily accessed and visible from all major freeways, the new location offers large free parking areas for those who drive, and free shuttles will run from West Oakland BART.

This year's featured musical performance will be the world premiere of Dan Cantrell's *The Rootabaga Opera*, based on Carl Sandburg's *Rootabaga Stories*. The commissioning and production of this world premiere is made possible by The Wallace Alexander Gerbode Foundation and The William and Flora Hewlett Foundation Emerging Composers 2007 Initiative. In addition, on the main stage each evening will be a variety of performances to awe and amaze; from circus arts and fire performers to aerial artistry. Visitors can stroll through ten acres of art; enjoy tasty food and beverages, shopping at unique vendor booths, and listen to some great music, all while exploring the world of fire and light.

Featuring amazing installations and gigantic sculptures by prominent artists like Dan Das Mann and Karen Cusolito, Nate Smith Fire Vortex, Omega Recoil, Kinetic Steam Works and many more, the Fire Arts Festival is a blazing nexus of science, engineering and art.

This year, going to the Fire Arts Festival is more affordable than ever because all service fees are included in the ticket price. Advance tickets range from \$35 to \$50 and Crucible members receive a \$5 discount any night. Tickets may be purchased at the door (if available) and range from \$40 to \$55. To buy tickets in advance and for more information: Visit www.thecrucible.org. We recommend advance purchase of tickets; events at The Crucible often sell out.

Fire Arts Festival is The Crucible's major fundraising event, and proceeds benefit arts education programs for youth and adults. You can further support The Crucible's arts education programs with the purchase of a Patron Pass. By adding \$50 to the ticket purchase price for any day, you'll get access to The Crucible's Patron Pavilion with its own courtyard, hosted bar, complimentary appetizers, preferred seating, and NO LINES. The Patron Pass also provides access to preferred viewing areas and other amenities, plus you'll be helping keep the creative fires burning at The Crucible. Crucible members at the Inferno level and above receive free entry into the Patron Pavilion.

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For calendar editors:

What:

The Crucible's 9th Annual Fire Arts Festival

An incendiary celebration of fire and light with four fire-filled nights of awesome performances, music, extraordinary art, food, shopping and more.

When:

July 15 to 18; 8PM to 12 midnight

Where: The Crucible's NEW Fire Arts Arena, at the foot of the Bay Bridge, off West Grand Avenue at Wake Avenue, near the Oakland Army Base. FREE shuttle service provided from West Oakland BART. Map and detailed directions on our website.

Ticket Information:

Tickets available on line at www.thecrucible.org. We recommend advance purchase of tickets, as events at The Crucible usually sell out.

Advance Purchase: \$35 for July 15, \$40 for July 16, \$45 for July 17, and \$50 for July 18

Ticket prices include all service charges.

At the Door: \$40 for July 15, \$45 for July 16, \$50 for July 17, and \$55 for July 18 Crucible members receive a \$5 discount on all ticket purchases.

Patron Pass: Add \$50 to any ticket for access to The Crucible's Patron Pavilion, where you'll enjoy complimentary preferred parking, an exclusive entrance, relaxed seating, hosted bar and other VIP amenities. The cost of the Patron Pass directly supports The Crucible's year round arts education programs.

About The Fire Arts Festival:

Designed & Produced by Michael Sturtz, Executive Director of The Crucible, featuring an amazing cast of artists, dancers and performers that reflects the diversity of the Bay Area's arts community, from classically trained musicians to outrageous fire performers; mind-boggling sculpture and art, and The Crucible's talented crew of blacksmiths, metal casters, and glassworkers.

The commissioning and production of Dan Cantrell's *The Rootabaga Opera* is made possible by The Wallace Alexander Gerbode Foundation and The William and Flora Hewlett Foundation Emerging Composers 2007 Initiative.

This event benefits arts education programs for youth and adults at The Crucible.

About The Crucible

The Crucible is a non-profit arts education center that fosters a collaboration of arts, industry, and community by teaching and showcasing fire, metal, glass, and light art. Founded in 1999, The Crucible currently offers more than 700 classes to nearly 5,000 students annually in everything from bronze casting to neon, welding to glass working, blacksmithing to fire dancing, textiles to woodworking. Proceeds from the Fire Arts Festival support The Crucible's art education programs. To purchase tickets, find out about classes at The Crucible, or learn more about the Fire Arts Festival, call 510-444-0919 or visit www.thecrucible.org/fireartsfestival.

Public info: 510.444.0919; <http://www.thecrucible.org/fireartsfestival>

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Photos: High-resolution photos available on request, or visit our on-line pressroom