



***FOR IMMEDIATE RELEASE***

**EXTRAORDINARY AND AFFORDABLE REGIONAL ART FEATURED IN ANNUAL SAN DIEGO ART INSTITUTE C-NOTE POP-UP ART SALE, NOVEMBER 16 & 17**

**Unique Opportunity for Aspiring Art Collectors to Discover and Collect Artwork from Regional Artists**

**SEPTEMBER 25, 2019 - SAN DIEGO, CA** - There was a time when only a select few could purchase and collect local art. A few decades ago, the [San Diego Art Institute](#) (SDAI) changed all that with their popular **C-NOTE Pop-Up Art Sale**. Now, homes and offices across the region are filled with original, one-of-a-kind contemporary art from new and established artists and purchased for just \$100, \$200 or \$300.

The countdown and anticipation has begun for eager art lovers. This year's sale, which helps connect audiences to artists, takes place on Saturday, November 15 and Sunday, November 16 at the Balboa Park location. A free preview and "first look" will take place on Friday, November 15, but purchases will not be allowed at that time.

For decades, this popular SDAI event was a favorite annual happening among budding collectors looking to elevate their décor and fill their walls with original creations for just a C-NOTE, slang for \$100. After a two-year hiatus, the C-NOTE returned last year with a fresh new format, offering entry-level collectors a thoughtfully curated experience and unique opportunity to discover a mix of emerging and mid-career San Diego and Tijuana contemporary artists. The concept encourages the next generation of art collectors and supporters to get started at a reasonable price point and in a fun environment.

"C-NOTE is our gift to San Diegans looking to begin or enhance their collection at affordable prices," explained Jacqueline A. Silverman, Executive Director of the San Diego Art Institute. "It's a fun 'grab and go' event where you can literally take the art right off the walls! It's also a great way to support local artists and cultivate relationships between our community and regional contemporary art and artists," she added. Proceeds from each piece are shared between the artist and SDAI and will help support year-round residencies, exhibitions, and education programs.

Since its return, C-NOTE has already expanded greatly. Submissions are up to 900 from 500 last year and are juried by a select panel of six San Diego and Tijuana arts professionals.



More than 300 works from nearly 100 artists will be available for sale.

Noted artists and past C-NOTE favorites include:

**Cheryl Tall** ceramics – works are included in twenty-two books and numerous museum collections, corporate and private collections;

**Alexander Kohnke** prints – San Diego Art Prize recipient;

**César Vazquez** works on paper – since last year's C-NOTE, he was shown in SDAI's *Deviate/Landscape* show and has been connected with major art collectors;

**Chantal Wnuk** – one of San Diego's brightest emerging painters, past SDAI artist-in-residence, featured in local exhibitions including Bread & Salt

**Flavia D'Urso**, multimedia artist (sculpture, video, photo), past SDAI artist-in-residence, CalArts MFA graduate, currently showing at Bread & Salt;

**Sofia V. Gonzalez** fiber arts, a favorite from last year's C-NOTE;

**Jason Gould** paintings, owner of VISUAL gallery and art supply in North park, creator of murals all around San Diego.

General admission to the C-NOTE is \$5 and free for youth 18 and under, students, and military. Members are able to enter for free with priority access. Doors open at noon during each day of the sale and collectors are encouraged to arrive early to beat the crowd. Art lovers can preview the work that will be for sale by visiting the museum for FREE on Friday, November 15 from 8 AM to 3 PM. For more information about SDAI visit [sandiego-art.org](http://sandiego-art.org)

### The C-NOTE Schedule

#### FREE PREVIEW (OPEN TO THE PUBLIC)

Friday, November 15, 8 AM to 3 PM

*Enjoy the Mingei Café and a first look at the C-NOTE show*

#### PUBLIC SALE DAYS

Saturday, November 16, 12-5 PM

Sunday, November 17, 12-5 PM

#### Admission and Ticket Information:

- Box office opens at 11 AM each day. Ticket holders and SDAI members enter first when doors open at 12 noon.
- General Admission: \$5 per person at the door or purchase in advance (online by 11.16 at 9 AM) for priority access.
- Free Admission at the door: ages 18 & under and Military; SDAI members receive free admission for two.



<https://www.sandiego-art.org/cnote-art-sale>

<https://www.sandiego-art.org/tickets/c-note-public-sale-admission>

### **About SDAI**

First organized in 1941, the San Diego Art Institute (SDAI) has evolved into San Diego's premier contemporary art center focusing on regional art and artists from Southern California and Northern Baja. The non-profit organization actively supports established and rising talent, builds audiences for regional contemporary art and makes cultural equity and social justice a priority in all that it does. Located within an 8,000 square foot space in Balboa Park adjacent to the Mingei Museum, SDAI serves nearly 100,000 artists, youth and visitors annually. As the only contemporary art institution in Balboa Park, SDAI is a catalyst for advancing important regional art and artists and serves as a platform for the artistic visions and voices of our times. Discover San Diego Art Institute at 1439 El Prado, San Diego, CA.

[www.sandiego-art.org](http://www.sandiego-art.org)

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