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SAN DIEGO ART INSTITUTE BRINGS BACK POPULAR C-NOTE POP-UP ART SALE
NOVEMBER 10TH AND 11TH

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

October 10, 2018 - SAN DIEGO, CA

This week, the Balboa Park-based contemporary arts organization, [San Diego Art Institute](#) (SDAI) announces the return of their popular C-NOTE Pop-Up Art Sale taking place on Saturday November 10th and Sunday, November 11th. For decades, this popular SDAI event boasted a cult-like following among budding collectors looking to test their eye and fill their walls. After a two-year hiatus, the C-NOTE returns 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 and to purchase their work for just \$100, \$200 and \$300. This year's sale will kick off with a ticketed opening night party on Friday, November 10th, where guests can have "first dibs" on their favorite piece from the show.

"We see the C-NOTE as a platform to cultivate relationships between our community and regional contemporary art and artists" says Jacqueline A. Silverman the Executive Director for San Diego Art Institute. "Proceeds from each piece sold are shared between the artist and SDAI and will help us continue to support our year-round residencies, exhibitions, and education programs."

This most notable difference about this year's sale is that each of the over 200 works being shown has been carefully selected by an expert panel of jurors spearheaded by SDAI Deputy Director Sarah Trujillo-Porter. Over 500 pieces of art have been submitted for consideration, and the jurors are currently in the process of making their selection with a full list of featured artists being released on October 16th. From large-scale paintings and photography to found object and multimedia works, the C-NOTE sale will present a diverse range of contemporary artwork from more than 75 local artists.

General admission to the C-NOTE is \$5 with a discounted \$3 ticket available for students, seniors and military. Members are able to enter for free with priority access. Entry for ages 12 and under is free. Doors open at noon during each day of the sale and collectors are encouraged to arrive early to beat the crowd. Attendees can expect live entertainment, complimentary sweets, and specialty champagne cocktails to enhance the experience. Customers can preview the work that will be for sale by visiting the museum on Thursday,

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November 8th from 10 AM to 5 PM and Friday, November 9th from 10 AM to 3 PM. Admission to the preview days will allow free access to the sale on Saturday or Sunday.

SDAI has teamed up with local arts and culinary organization "[Vanguard Culture](#)" to host the C-NOTE's opening night reception on the evening of Friday November 9th. The event will feature a unique experience including small bites inspired by the featured artwork executed by their Culinary Director Chef Daniella de la Puente. Also on site during the event, Internationally renowned photographer, Josue Castro from The Kitchen Project will offer guests complimentary urban portraits in his signature style. Opening Night Party tickets are \$75 per person, \$35 for SDAI members, and complimentary for SDAI Circle level supporters.

For more information about SDAI visit sandiego-art.org

About SDAI

Since its beginning in 1941, SDAI has grown into a premier contemporary art center delivering access to thousands of residents and visitors to the groundbreaking art that resides in Southern California and Northern Baja. Through interactive programming, educational initiatives, and exhibitions, SDAI promotes cultural equity and artistic enrichment within our community and enables diverse audiences to interact with art in meaningful ways. A one-pager with background information about SDAI is at this [link](#).