

**FOR IMMEDIATE RELEASE: September 15, 2017**

**LOOK: Louisville Art Inc.**  
P.O. Box 34454, Louisville KY, 40232  
Contact: Kayla Bischoff, Director of Communications  
[look.louisville@gmail.com](mailto:look.louisville@gmail.com)  
[looklouisvilleart.com](http://looklouisvilleart.com)

## **LOOK: 7th Edition Art Guide Launch Party at 1619 FLUX**

LOOK invites local art lovers to join in celebrating the printing of the 7th Edition of our award-winning Art Guide with a Launch Party on Thursday, September 28th from 6-8pm at 1619 Flux in Portland.

LOOK is thrilled to announce the release of this biennial, free publication, featuring 34 art gallery and museum members in the Louisville and Southern Indiana area.

The 7th Edition of the Art Guide is dedicated to the memory of founding and longtime LOOK member, Julius Friedman. Julius, who passed away suddenly in July, was brilliant in capturing the appeal of art in terms so vivid as to command the attention of all levels of society. He established a brand for the arts in Louisville, designing iconic images for many important arts organizations and LOOK honors his legacy as a giant in the international art world.

LOOK: Louisville Art has a nearly 30 year mission as a non-profit organization advocating for a rich visual art culture in Louisville by producing this publication for the local community, as well as tourists and visitors.

Our launch party guests are encouraged to enjoy LOOK Art Guides as a valuable tool for navigating and discovering the exceptional art throughout the area. The launch of our 7th Edition Art Guide coincides with the Louisville Photo Biennial, Louisville's Premier Photographic Festival.

LOOK Art Guides are always available at the 34 LOOK member locations, the Louisville Airport, LCVB Visitors Center, and various local hotels, restaurants and coffee shops. 20,000 copies of our 7th Edition Art Guide will be in circulation for two years.

Please join us for this free event of art, food, and music. Special guest, DJ Joe Dubb will be providing music and Wiltshire Pantry catering will be serving exceptional, local, light bites and providing a cash bar.

**WHO:** LOOK: Louisville Art was created to promote awareness, growth, and success for the visual arts in and around Louisville, Kentucky. One of our primary goals is to promote Louisville's vibrant art scene. We celebrate the 7th printing of the LOOK Art Guide with a spirit of camaraderie, mutual support, and a dedicated belief in the importance of the visual art community.

**WHAT:** LOOK: Art Guide Launch Party celebrating our 7th Edition

**WHEN:** Thursday, September 28 from 6:00-8:00pm

**WHERE:** 1619 FLUX in Portland at 1619 West Main Street, 40203

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