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Press Release - FOR IMMEDIATE RELEASE

Grand Opening Celebration for Lafayette's Collective Community Arts Center to be Held on February 17

Lafayette, Colo – February 1, 2017 – The Collective Community Arts Center will host its grand opening celebration and inaugural art show on Friday, February 17. The event is free and open to the public.

The Collective Community Arts Center, recently located in the refurbished historic building at 201 N. Public Road, is home both to the City of Lafayette's new arts center and the Arts and Cultural Resources Department. Visitors at The Collective can expect to experience a welcoming, unpretentious place to engage in the arts through rotating exhibits, historic displays, networking opportunities, arts business development, social themes, lectures, film series, author readings, and other enlightening programs. The center's name was carefully chosen to represent the collaboration of collectively working together to express and celebrate the community's identity through art.

In addition to serving as a clearing house for arts and culture, the Collective will incorporate the City's commitment to uphold Lafayette's past with its future evolution. A rotating display of historic items from the Lewis House Miners Museum's permanent collection will be featured at the Collective and managed by the Lafayette Historical Society.

The center's concept will continue to evolve over time through participant input and public engagement. According to Susan Booker, Arts and Cultural Resources Director, "The Collective will be a gathering spot where artists and arts lovers can experience a variety of programs, learn about the business of being an artist, and connect with one another. It will also serve as a place to learn about all of the wonderful arts and cultural opportunities available in Lafayette."

The Collective Grand Opening Celebration

February 17, 2017

4:00pm – 8:00pm

201 N. Public Rd / Lafayette

- 4:00pm: Open House and "Off the Beaten Path" Art Show
- 5:00pm: Ribbon Cutting Ceremony followed by live music, light refreshments, and an opportunity to meet the artist
- 7:00pm: Formal Remarks

The Collective's inaugural art show "Off the Beaten Path," features the work of nature photographer Gerry Morrell. According to Morrell, a 3rd generation Coloradan, living in Colorado has given him a unique

knowledge of the region and the Rocky Mountains. This experience has allowed him to photograph not only familiar areas, but also the “back roads” where many of his best images have been captured. Morrell is also somewhat of a local celebrity, having served the community as the Fire Chief and firefighter for 40 years. He is also the founder and owner of Lafayette’s family-run Morrell Printing Solutions.

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