

JULY 23-28

LAUNCH2012

Music + Design + Fashion Festival

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Get Ready To **LAUNCH** Sacramento

Celebrate Sacramento's most innovative and forward-thinking creators at LAUNCH. This annual festival features music, art, fashion, design and architecture at multiple venues throughout Midtown and Downtown Sacramento.

Since LAUNCH started five years ago, it has grown from a single day of event to a six-day festival. Some of the brightest artists from the Sacramento area and beyond have helped curate this event to highlight the overlaps of design to show how different mediums influence each other.

LAUNCH provides an opportunity for local, regional and international talents from various artistic fronts to showcase their works and introduce Sacramento to its burgeoning creative community.

LAUNCH will inspire, amaze and elevate Sacramento's talent. It will be an unforgettable event.

For more details or to purchase tickets, visit LaunchSacramento.com.



Image: Trisha Rhomberg

EVENTS

MONDAY, JULY 23

LAUNCH x MODEL CITIZENS NYC
HOT ITALIAN
1627 16th St.
6-11PM

TUESDAY, JULY 24

LAUNCH x BOWS & ARROWS
BOWS & ARROWS
1815 19th St.
7-10PM

LAUNCH x LE TWIST
DIVE BAR
1016 K St.
9PM-12PM

WEDNESDAY, JULY 25

LAUNCH x MIDTOWN
MARRS BUILDING
20th St., between J & K streets
5-9PM

KING TUFF @ HARLOW'S
HARLOW'S NIGHTCLUB
2708 J St.
8PM-12AM

THURSDAY, JULY 26

LAUNCH x SEMF
ACE OF SPADES
1417 R St.
7PM-12AM

FRIDAY, JULY 27

LAUNCH x FASHION SHOWCASE
THE LANDMARK BUILDING
1011 10th St.
7PM-12AM

SATURDAY, JULY 28

LAUNCH MUSIC FESTIVAL
CESAR CHAVEZ PARK
J & 10th streets
11AM-11PM



LAUNCH2012

MONDAY July 23

**LAUNCH x
MODEL CITIZENS NYC**
Hot Italian 6PM - This event is invite only

LAUNCH officially kicks off on July 23 with a night of exemplary design as Hot Italian is transformed into a pop-up retail shop featuring work from emerging local, regional and international designers curated by Model Citizens NYC.



TUESDAY July 24

**LAUNCH x
BOWS & ARROWS**
Bows & Arrows 7PM - \$8 Advance / \$10 Day Of Event

Silent Movies scored by live local music? Yes! LAUNCH presents a night of live local music and film at Bows & Arrows! See D.D. Walker, Gentleman Surfer and Ross Hammond perform a live score to iconic silent movies curated by The Capitol Indie Collective!

**LAUNCH x
LE TWIST***
Dive Bar 9PM - No Cover

LAUNCH partners with Le Twist (a weekly evening of classy eclectic music curated by Sam I Jam, Adam J, Taylor Cho and Roger Carpio) to bring you a special performance by James Scott "Jimmy" Tamborello of DNTEL, Figurine, and The Postal Service.

*Age Restrictions: 21+



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WEDNESDAY July 25

LAUNCH x MIDTOWN

MARRS Retail Complex 8PM - Free

LAUNCH takes over midtown Sacramento on 20th Street in front of the MARRS building for an evening of local music featuring Exquisite Corps' highly anticipated album release performance along with DoomBird, The Honey Trees, I'm Dirty Too and a very special DJ set by Terra Lopez of Sister Crayon!

The streets will be re-imagined when architects and designers collaborate with LAUNCH to create visionary installations out of recycled materials. Join LAUNCH as innovative concepts and transformative spaces serve as the backdrop for Sacramento's best independent musicians.



LAUNCH x KING TUFF*

Harlow's 7PM - \$8 Advance / \$10 day Of Event

LAUNCH, Concerts 4 Charity and Record Club team up to present a performance by King Tuff with Jaill and The Coathangers at Harlow's.



*Age Restrictions: 21+

THURSDAY July 26

LAUNCH x SEMF

Ace Of Spades - 7PM

\$10 Advance / \$13 Day Of Event

LAUNCH teams up with SEMF to bring you an epic night of emerging and nationally acclaimed electronic artists including E-Squared, Dusty Brown, Who Cares, Young Aundee, DJ Whores, oOoOO and a HUGE special guest TBA.



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FRIDAY July 27

LAUNCH x FASHION SHOWCASE

The Landmark Building 7PM - \$35 Advance / \$45 Day Of Event

LAUNCH celebrates fashion on an international scale Friday, July 27 at the Historic Landmark Building on 10th Street. Designers Ashon Sylvester, Furne One, Gordana Gelhausen, Seth Aaron and Michael Costello will take charge of the runway with their captivating creations.



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SATURDAY July 28

LAUNCH x MUSIC FESTIVAL

Cesar Chavez Park - 11AM-11PM

\$35 Advance / \$45 Day Of Event

You don't want to miss the final night as LAUNCH stakes its claim as one of Northern California's top music festivals. Fashion, art, music and design converge to bring you the biggest event of the summer!

Cesar Chavez Park will be transformed with an outdoor art gallery, an Architecture Pavilion, and 12 hours of music featuring performances by Chromeo, DJ Shadow, Grouplove, The Joy Formidable and many more!



MUSICIANS:

Chromeo
DJ Shadow (DJ Set)
!!!
Grouplove
The Joy Formidable
White Arrows
Gardens & Villa
Eric D. Johnson (Fruit Bats) & Andy Cabic (Vetiver)
St. Lucia
Appetite
Sea Of Bees
Low Flying Owls
The Fame Riot
INKDUP & Z ROKK



DESIGNERS:

Van Der Neer
Miss Velvet Cream
Lindsay Rickman
Wald Wolken + Dusty Leigh



ARTISTS:

Jeff Felker
Micah Crandall Bear
Raoul Ortega
John Horton
L/C Mural & Design
Aunia vKahn
Dilka Bear
Aaron Kraten
Jeff Musser
Bradley Platz
Leilani Bustamante
Tapigami
Franz Szony
Emily Alice Johnston
Kelly McKernan
Lara Dann
Rudy Fig
Todd D'Addario
Jesse Vasquez
Craig "Skibs" Barker
Rachel Danielle
Raphael Delgado

THANK YOU to all of our sponsors!



Special Thank You To: Steve Hanson, Jon Stevenson, Eric Fate, Rhonda Pope, Glen Sorensen, Jeremy Goodin, Ground(cntrl), Dreyfuss & Blackford, Asher Styrsky, Damien Payne, Heather LeMaster and the entire LAUNCH 2012 team!

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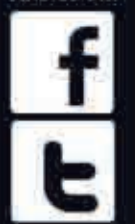
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