

**FOR IMMEDIATE RELEASE**

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Preview images of featured lofts are available upon request  
(select images high resolution; most images screen/web  
resolution).

Asheville Art  
Museum  
**2012**  
Urban  
Loft  
+  
Art  
Tour

TO BENEFIT  
THE ASHEVILLE ART MUSEUM  
**Thursday, October 11, 2012**  
4:30 to 9:30 p.m. | Timed Tickets  
Sponsored by White Trolley Line



## *Asheville Art Museum invites guests to enjoy the 2012 Urban Loft + Art Tour*

Thursday, October 11 | Timed tours embark between 4:30 – 6:15 p.m. | Reception to follow 6:00 – 9:30 p.m.

ASHEVILLE, NC – Continuing a beloved special event series for Museum Members and patrons, the Asheville Art Museum once again invites the community to enjoy an exclusive opportunity to privately tour several stunning lofts located in downtown Asheville. **On Thursday, October 11, guests are invited to the 2012 *Urban Loft & Art Tour*, a guided walking-tour that begins at the Museum, located at 2 S. Pack Square.** For several years, friends of the Museum and downtown residents have generously opened their homes to the public for this special tour, celebrating Asheville’s unique incorporation of art and city living. All proceeds from the Urban Loft & Art Tour directly benefit the Museum and its vision to *transform lives through art*.

**Timed tours leave the Museum every 15 minutes beginning at 4:30 p.m. and concluding at 8:45 p.m. with the last tour leaving the Museum at 6:15 p.m. Tickets (timed accordingly) are \$50 for Museum Members and \$55 for non-Members.** Tickets may be purchased by calling the Museum at (828) 253-3227 or visiting the front desk during business hours. Guests are asked to check-in at the Museum approximately 15 minutes before departure time of their tour. The event sponsor, White Trolley Line (Historic White Trolley Tours), will shuttle guests from the final stop on the tour to the reception and back to the Museum throughout the evening.

The tour is followed by a benefit reception, *Art for Art’s Sake*, generously hosted by The Historic Cotton Mill Studios located in the River Arts District at 122 Riverside Drive. **The reception takes place from 6:00 – 9:30 p.m. during which 40% of art sales directly benefit the Asheville Art Museum’s continued growth and capital campaign, *Art WORKS for Asheville*.** Admission to the reception is free; participation in the tour is not required in order to attend the reception.

Finally, guests may enjoy the chance to win one of five unique raffle gift packages offered in conjunction with the tour and reception. **Raffle tickets are \$10 each or 5 tickets for \$40 and are on sale now through October 11.** Raffle packages range from tickets to local performing arts venues, to complimentary hotel stays, fine wines, spa packages and more. Complete details are listed at [www.ashevilleart.org](http://www.ashevilleart.org) in the Events Calendar. **Raffle tickets may be purchased at the Museum's front desk or by calling (828) 253-3227.**

### **About the Asheville Art Museum:**

Founded by artists in 1948 in Asheville, NC, the Asheville Art Museum annually presents an exciting, inviting and active schedule of exhibitions and public programs based on its Permanent Collection of 20th and 21st century American art. Any visit will also include experiences with works of significance to Western North Carolina's cultural heritage including Studio Craft, Black Mountain College and Cherokee artists. Special exhibitions feature renowned regional and national artists and explore issues of enduring interest. The Museum also offers a wide array of innovative, inspiring and entertaining educational programs for people of all ages. Additional information for upcoming exhibitions and public programs at the Museum can be found online at [www.ashevilleart.org](http://www.ashevilleart.org).

Special thanks to [Bold Life](#), [Verve](#) and [Carolina Home & Garden](#) magazines for their support as a Media Sponsor of the Museum for the 2013 fiscal year. For more information about media sponsorships, please email Kathleen Glass, Communications Manager, at [kglass@ashevilleart.org](mailto:kglass@ashevilleart.org).

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The Asheville Art Museum is the only nonprofit visual arts museum serving the 24 counties of Western North Carolina. Incorporated by artists in 1948, the Museum collects, preserves and interprets American art of the 20<sup>th</sup> and 21<sup>st</sup> centuries with a focus on work of significance to the Southeast.

Centrally located in downtown Asheville on Pack Square, the Museum is open 10:00 a.m. to 5:00 p.m., Tuesday through Saturday and 1:00 p.m. to 5:00 p.m. on Sunday. Special docent-guided tour packages are available for groups and students.

Admission to the Museum is \$8.00 for adults and \$7.00 for seniors, students with ID and for children 4-15 (children age three and younger are admitted free). Members are admitted free to the Museum.

The Asheville Art Museum is accredited by the American Association of Museums and receives general operating support from businesses, foundations and individuals, as well as from the North Carolina Arts Council, an agency funded by the State of North Carolina, and the National Endowment for the Arts, which believes that a great nation deserves great art. Additional support is provided by the City of Asheville and Buncombe County.

The Asheville Art Museum asks when reprinting images, please keep all artwork at their original proportions; please do not crop them or alter them disproportionately. Provided image credit information is mandatory and images are not for resale.